The Billboard

MARCH 31, 1951 — THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY — PRICE: 25 CENTS

Radio Not Selling Itself, Say Agency-Sponsor Judges

TV To Sit In On More Top Govt. Hearings

Kefauver Click Cues Encores But Method Fight Looms

WASHINGTON, March 24.—Television's smash hit in covering the Senate crime hearings is assuring it a top-dog role in most congressional hearing chambers in the future, but not without a major debate of growing intensity. The debates have already begun on Capitol Hill, as well as in the nation's newspapers, magazines and households. One aspect of the issue may get a formal showdown in House Rules Committee on a resolution introduced last January by Representative Jacob Javits (R.—N.Y.) and now being pressed spiritedly by him. The bill proposes authorization for telecasting of important debates in the House chamber.

Javits, who for weeks has been trying to induce the House Rules Committee to discharge his resolu-

(Continued on page 15)

Kefauvercasts Prove a Real Tele Bargain

NEW YORK, March 24. — The greatest TV show television has ever aired—the Kefauver Committee hearings from New York—cost between $15,000 and $17,500 to originate, according to preliminary estimates made this week. WPIX, *The New York Daily News* station, which handled all details of the feeds, and whose crews handled the operation, hasn't had time to tally up all the expenses, but top station execs said this week the $15,000 to $17,500 estimated will cover the rap.

Actually, of course, it cost the industry far more than this sum, since the time consumed by the hearings brought about cancella-

(Continued on page 15)

Wrigley Set for ½ Mil Repeat

NEW YORK, March 24.—Wrigley this week was close to finalizing a deal with CBS for more than $500,000 worth of sustainers this summer as it did during 1949.

The chewing gum company will probably buy six mystery shows each week for a period of at least eight and maybe 13 weeks during the warm weather. The deal allows the advertiser to pay the difference in price between the sustaining and commercial cost for each of the programs.

NEW YORK RATINGS

DuMont Pulls Most Kefauver Lookers

NEW YORK, March 24.—A special rating survey made by C. E. Hooper, Inc., covering the time periods during which the Kefauver hearings were televised Monday and Tuesday (19-20) shows WABD snatching top audiences for the daytime sessions as well as for the special Monday night session. The evening period showed the tremendous interest aroused by the hearings, with WABD, the only web outlet carrying the entire session from 8 to 10:43 p.m., running well ahead of all other stations, airing their usual shows. WJZ-TV also aired the night hearing from 9:30 o'clock on.

The 9:30 a.m. to noon session Monday had 26.2 per cent of all TV sets in this area in use. The 2:30 to 5 p.m. session Monday had a 36.6 sets in use figure. The Tuesday morning figure was 34.5, while Tuesday afternoon's was 35.4. The Monday evening figure, covering all stations from 8 to 10 o'clock, was 73.2, among the highest ever achieved.

A breakdown, station-by-station, of the average ratings during the two morning and afternoon sessions follows:

WABD	WCBS-TV	WNBT	WJZ-TV	WPIX
9.1	8.8	7.3	5.8	4.9

Ratings of the 8 to 10 o'clock portion of the evening session follow: (Note that WABD was the only network station carrying the entire session, with WJZ-TV airing it from 9:30 to conclusion at 10:43. The other outlets had their regular shows on.)

WABD	WCBS-TV	WNBT	WOR-TV	WPIX	WJZ TV	WATV
28.7	20.8	13.1	4.2	3.0	2.3	1.3

Pay-Off Tiffs Plague Legit

NEW YORK, March 24. — The hassle over author royalties to the potential production of a musical version of *Seventeen*, the Booth Tarkington novel, came to a head this week. Two of the arbitrators of the case handed in a ruling that the producers, Sammy Lambert and Bernie Foyer, could drop the work done by Alec Templeton, Stella Unger and John Cecil Holm, but the latter would have to receive 2¼ per cent royalties.

The third arbitrator, author Philip Dunning, is reported to have sent a letter to the American Arbitration Association claiming they had originally decided upon a royalty of 3 per cent. Two days later, Dunning's letter reportedly states, he received a phone call from Jack Small, of the Shubert

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COSTELLO MAKES QUICK RECOVERY

NEW YORK, March 24.—Frank Costello apparently recovered from his severe laryngitis almost immediately after the Kefauver committee left town. Friday (23), about 12:30 p.m., he strolled into Toots Shor's and had a long, earnest conversation with proprietor Shor and Quentin Reynolds at the bar. Reynolds' last book, incidentally, is *Courtroom*.

Justice Dept. Ogles NCAA

NEW YORK, March 24.—Network TV officials and the steering committee of the National Collegiate Athletic Association were stalemated this week on plans to permit some networking of college football games next fall. Some web officials expressed the view later that the NCAA's position bordered on conspiracy in restraint of trade. As tho in confirmation, H. Graham Morrison, of the Department of Justice's anti-trust division, yesterday (23) moved into the picture, requesting NCAA to explain its one-year moratorium on TV pick-ups.

Morrison queried NCAA secretary Kenneth (Tug) Wilson in Chicago, asking for a copy of the resolution passed by NCAA's recent Dallas session, blacking out TV except for "experimental"

(Continued on page 10)

BB Promotion Competition Shows Failure

TV Inroads Make Need Greater Than Ever, Say Buyers

NEW YORK, March 24.—Winners in *The Billboard's* 13th Annual Radio and Television Promotion Competition were selected this week, and are announced on Page 4 of this issue. The selections, as heretofore, were made by a panel of judges representing top sponsors and advertising agencies .(See names in Television-Radio Department in this issue.)

More important, perhaps, than announcement of the winning stations is the fact that the judges, in a unanimous vote, sharply criticized AM broadcasters for fail-

(Continued on page 4)

Name Bands Face Tough Midwest Test

By JOHNNY SIPPEL

CHICAGO, March 24.—Name bands face their severest test in history as ballroom moneymakers during the next six weeks, a survey of booking offices and Midwest ballroom ops indicated this week. While the four major agencies, Music Corporation of America, Associated Booking, General Artists' Corporation, and McConkey Artists' Corporation, have thrown a large number of bands into the lush Midwest territory in the past, the post-Easter six-week invasion looks like the biggest name band sweep yet.

The ork saturation of the territory is being watched closely by

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Disks, Radio, Films, TV May Feel Repeat Fee Decision

NEW YORK, March 24.—Repeat fees for transcription performances by American Federation of Radio Artists' members were ruled legal thi· week by Judge Isidor Wasservogel in Supreme Court here. The decision, which may have far-reaching implications in all aspects of show business—radio, television, films and disks—which use mechanical reproductions, was made in the course of dismissing a petition by Lang-Worth Feature Programs to restrain AFRA from picketing.

In regard to the payment of repeat fees for transcriptions, Justice Wasservogel stated: "It is apparent at the time a record is made the parties do not know what use will be made of it. No one can tell in advance if a particular transcription will be a commercial success and repeatedly broadcast, thus making it virtually impossible to establish a fair rate of compensation at the time a transcrip-

(Continued on page 15)

Congressmen OO "Voice" Pitch

WASHINGTON, March 24.—Rep. John J. Rooney (D., N. C.), chairman of the House Appropriations Subcommittee on State Department spending, and Sen. Theodore F. Green (D., R. I.), ex-officio member of the Senate's Counterpart Subcommittee, declar. l this ·ek that they intend to check closely into State Department's *Voice of America* before v ing further outlays.

Their statements came as State Department stepped up a razzle-dazzle drive on Capitol Hill to promote fatter outlays for the agency's mushrooming propaganda pay roll.

Rooney said: "Before giving ap-

(Continued on page 15)

Capitol Dickering For Gypsy Rose Lee

NEW YORK, March 24.—Gypsy Rose Lee is being pitched at the Capitol Theater here, and probabilities are she will go in some time during the summer. Difference in money is still to be settled, but neither the Capitol management, nor Charlie Yates Agency, booking Gypola, anticipate any serious stalemate.

3,000 Acting Jobs in N. Y. TV

NEW YORK, March 24.—Television in New York City is now employing between 3,000 and 4,000 actors per week, according to authoritative estimates. The figure is said to exceed the employment total of all fields of performer employment in this area. The figures include staff performers, actors, singers and dancers, but does not include musicians.

If these estimates are true—and no substantiation will be possible for some time, until Television Authority has the opportunity to compile statistics on the production memoranda it gets from video producers—it is just a forerunner of what video is going to mean as a

(Continued on page 11)

D. C. Theater Gets Big-Screen Video

WASHINGTON, March 24.—The first large screen theater television system in the nation's capital will be installed in RKO-Keith's Theater it was revealed this week. Work will be started April 2 and current schedule calls for putting the system into operation May 1.

Telecast of special events and other selected programs will be shown in addition to regular movie schedules. Announcement of the new step was made by William W. Howard, RKO Theaters vice-president, and Barton Kreuzer, general products manager of RCA engineering products department. The installation will cost about $25,000. It will include RCA's Model PT-100 which provides a picture equivalent to the regular screen size. The projector will be attached to the front of the first balcony.

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Billboard Backstage

By JOE CSIDA

Last week a number of papers frontpaged the fact that the National Broadcasting Company had signed Milton Berle to a 30-year contract as performer-producer-writer. That same story was page-oned in *The Billboard's* January 20 issue.

I happened to be taking a one-week vacation at the time, following a West Coast trip, and when I returned to the shop I raised some gentle hell with our guys over the fact that the story had been carried. Nonsense, I insisted. But Sam Chase of the radio department, who had picked up the first lead on the story, and night-clubs-vaude editor Bill Smith, who had talked to Berle in Miami at the time, stood pat. Maybe it's not going to happen, they said, but the deal was definitely in the works.

A few days later, while the January 20 issue was still current, I ran into a top Radio Corporation of America executive on the Congressional Limited, going down to Washington. Over sarsaparillas in the club car, this exec flipped thru the January 20 issue.

"Where'd you get this silly story about Berle?" he asked.

"The boys picked it up," I said. "Is it going to happen?"

"Not without my okay," said the exec, "and I'll never okay it."

Who's a Chump?

So when I got back to New York I beat Chase and Smith over the head a little more, and said: "Don't let's be chumps for every wild story we hear."

Just about three weeks ago, I sat in on a rehearsal for the Tony Martin Colgate show, on which Berle was guesting.

"How's the 30-year deal, Milton?" I asked.

"All right," said Berle. "Maybe it won't be NBC, but we're seeing CBS this afternoon. They're interested in the same kind of deal."

Rehearsals being what they are, and still feeling considerable skepticism about the story (some editor!), I didn't press it any further at the time. So last week it broke, full-blown—a 30-year deal. If I hadn't been away, *The Billboard* wouldn't have had a full two-month beat on the story, because I just wouldn't have believed it and wouldn't have permitted it to run.

This indicates, of course, that an editor has got to have more faith in his reporters and less in big corporation executives. This

(Continued on page 46)

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 24.—State Department is tossing everything but the calliope into current ballyhoo for fatter *Voice of America* appropriations from Congress. Invitations to a "Voice of America Night" at the National Press Club this week read as follows:

Hear the voice—
Tell the American story abroad
Spread the purge jitters among the Red stooges
Name Red agents in satellite countries
Hear the Reds—
Jam a Voice broadcast
Build up for Korean aggression
See captive peoples in protest against Red oppression
Etc.—etc.—etc.—movies—recordings—exhibits—

'Dine & Sign' Gim Not All a Gift . . .

Washington correspondents are getting a chuckle out of credit cards in their mail this week entitling them to a "dime and sign" arrangement at any of a couple score of niteries in D. C. and several other cities. Personal membership cards allow the users to eat and drink on the cuff for a month at a time—as long as their credit holds. "There's no red tape," says the announcement, "simply present card—sign check." Quipped one newsman: "That's the biggest temptation in history since Eve."

House Bill To Trim Amuse. Tax Increases . . .

Look for House Ways and Means Committee to start writing its own tax bill about mid-April. Committee's bill will sharply trim Treasury Department's proposed hikes in amusement taxes. Committee Chairman Doughton (D.—N. C.) will give the signal for drafting the bill after the committee digests new tax testimony to be offered by Treasury Secretary John W. Snyder April 2.

Was the FCC Smart, Or Accidental? . . .

Wiseacres here see significance in timing of Federal Communications Commission's release of new proposed TV allocations on eve of Monday's (26) color TV hearing in Supreme Court. Dopesters insist TV's position is enhanced because question of introducing it commercially could possibly be linked with opening of the ultra-

(Continued on page 46)

Picture Business

By LEE ZHITO

HOLLYWOOD, March 24.—It takes guts to stand up and admit you were wrong, especially if your career is at stake. That quality in Larry Parks' testimony before the House Un-American Activities Committee found the pendulum of Hollywood opinion swinging in the actor's favor. Motion Picture Industry Council called for similar co-operation from others called by the Red-probing committee to tell the truth about the Commie infiltration in Hollywood.

However, MPIC maintained that the American public has been given an "exaggerated and distorted impression of the degree of this infiltration." Council added that when the whole story of the Commie movement in this country has been written, "it will establish beyond doubt that in every walk of life and in many sections of America there were otherwise honorable and well-intentioned persons who were taken in and used by the Communist party.

"Take 'Em Back When Linen's Cleaned" . . .

General feeling is that once Hollywood has aired its Red linens it should take back into its fold those who, like Parks, have co-operated with the congressional committee in admitting errors of the past and who have repudiated their former associations. Basically, the industry is proud of the fact that it cleaned its own house during the past three years. It is equally proud of its contribution in fighting the Red menace. But it doesn't want its good shadowed by the few who have been duped into the Red fold.

That Hollywood is waging a militant war against the Red evil is shown by films made here in the past and currently in production.

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EDITORIAL

Berle & Security

While countless name performers in films, radio, TV and other fields have closed contracts for fabulous figures, Milton Berle via his deal with the National Broadcasting Company has pointed the way to a solution of one of the problems that have plagued show people since the first Greek emoted in the Parthenon. That's the sad situation which has found performers, however brilliant, dying broke. The earning years of even the great performers are generally and comparatively few.

Certainly a performer, who at the peak or near peak of his career, can get a deal which virtually gives him a lifetime annuity, achieves a much-to-be-desired goal. There aren't too many actors who can stir up the kind of competitive tussle for their services that Miltie managed in this case. But the deal doesn't have to be for a $1,500,000; it doesn't have to be for 30 years. It can be for lots less loot, and a little less time, and still give many a good performer that financial security which has been a vicious lack in actors' lives, lo, these many years.

NBC-Berle 1½ Mil Deal Bears Tax, CBS Battle Overtones

NEW YORK, March 24.—The National Broadcasting Company-Milton Berle deal, originally tabbed in *The Billboard*, January 27 issue, and calling for $1,000 per week to be paid to Berle for 30 years, or a total of $1,560,000, is seen by trade observers as a reprise on the Columbia Broadcasting System-Jack Benny deal of several years ago on a number of counts:

(1) It represents the most recent and by far the most elaborate case of the continuing battle between NBC and CBS on top talent levels, with the resultant forcing of one web or the other into rather fabulous performer purchases, and

(2) It represents the best current thinking of Radio Corporation of America's and the William Morris agency's attorneys and tax experts, as well as Berle's attorney, Irwin Rosenberg, on the question of ways and means via which employers may extend payment of large sums of money to talent over a long period of years.

Indicative of the pressure on RCA-NBC created by CBS in the competitive bidding for Berle's services is the fact that as recently as a year ago RCA's attorneys indicated great reluctance to extend guarantees and payments to performers beyond 10 years, on say, a five-year services deal.

In the case of Berle, the hot comic need work as a performer only 39 weeks in the first five years; 26 weeks in the second five, and need only work as a producer and/or director and/or writer in the third and fourth five-year period. In the last 10 years of the 30-year period, Berle need perform no services for NBC at all to continue to collect the grand a week.

The RCA Victor record division has also gone for a deal which amounts to a life-time annuity in the top-secret case of a performer whose contract was renewed recently.

WHAT NEXT?

Uncle Miltie Now Wooing Kidisk Trade

NEW YORK, March 24.—Milton Berle, who has managed to do just about everything else in show business, is going to take a fling at the kidisk market. The comic, who is contracted with RCA Victor records, will slice a series of kid singles and albums which will be merchandised to capitalize on the TV star's Uncle Milty pitches.

The diskings are in the formative stages and will be built around original material. They will be recorded sometime in May.

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Anti-Red Group Rules Vs. Video To Nip Operator

WASHINGTON, March 24.—After a one-day session this week (21) in which TV cameras were barred from the hearing chamber, the House Un-American Activities Committee is slating an April 10 resumption of its hearing on communistic activities in the entertainment field.

Committee Chairman John S. Wood (D., Ga.) said the hearing will continue without television. Because of a lengthy line-up of witnesses, the committee expects the hearing to run thru April, and maybe well into May.

Chairman Wood, in barring video cameras from the hearing, said he wanted to head off any possible "theatricals." He said that the "peculiar nature" of some of the witnesses, who are given to "orating" before the cameras, makes the TV prohibition necessary. The ban does not apply to radio. A committee spokesman said that, as matters now stand, there can be no televising at upcoming proceedings not only for policy reasons, but also because of the physical limitations of the committee's small chamber.

In contrast, the 1947 hearings, which drew nationwide attention, were held under kliegs and cameras in one of the largest of the hearing rooms on Capitol Hill.

Chief witness this week was movie star Larry Parks who admitted he was a member of a Communist "cell" in Hollywood from 1941 to 1945 but swore he was, and still is, a "loyal American." Parks stressed that he "drifted" into the party, and out of it, and said that being a Communist in 1945 and now is an "entirely different kettle of fish."

Howard Da Silva and actress Gale Sondergaard, who followed Parks on the witness stand, refused to answer questions about possible Communist affiliations. Chairman Wood said the committee may seek to cite Da Silva and Miss Sondergaard for contempt of Congress.

Mich. IATSE Elects

DETROIT, March 24.—Newly elected officers of the Michigan Alliance of the International Alliance of Theatrical Stage Employees are: E. Clyde Adler, Detroit, re-elected president; Earl Ramsey, Jackson, and Earl Ross, Pontiac, vice-presidents; Harry Slout, Battle Creek, secretary-treasurer.

London Dispatch

By LEIGH VANCE

LONDON, March 24.—Sir Laurence Oliver's operatic gamble, Gian-Carlo Menotti's *The Consul*, will fold March 31. It will have run seven and one half weeks, lost Sir Laurence around $28,000. Like Italian-born author-composer-producer Menotti's other epics—*The Medium and the Telephone* (which ran three weeks in 1948) — the opera had a rapturous first-night reception. The show has taken a steady $5,600-$6,000 a week, but needs $7,500 to cover costs. Out of the take around $980 went in entertainment tax. Said Oliver: "I'm sorry it has to come off. I'm not sorry I put it on."

Jack Davis Offers To Buy Theaters . . .

On the eve of the meeting of the Capital and Provincial News Theaters Company, came a surprise bid from Jack Davis, managing director of the Monseigneur News Theater Group. Davis is prepared to buy C & P 70-cent shares at par "providing the Monseigneur group obtains controlling interest. . . ." The Monseigneur theaters are a private company and own nine theaters in London and Scotland. Offer comes just as the C & P shareholders are getting uppish about a sum of $134,400 in the suspense account about which there had to be an investigation.

Fire Band for Disks, But Union Sez Nix . . .

The Musician's Union has thrown a wad of red tape at the Scarborough Corporation. Wanting to brighten things up for the customers of one of its municipal cafes, the corporation put in a four-man live band. Idea was to attract trade to the tiny dance floor, and so boost sales. But it didn't pan out that way, so the management sacked the band and applied to Phonographic Performances, Ltd., for the okay on interior disk relays.

PP, which settles suitable copyright fees for used disks, passed

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Paris Peek

By ART ROSETT

PARIS, March 24.—For the second time in two weeks all public-owned transportation employees (subway and bus) went out on strike, causing untold damage to entertainment enterprises thruout the city. The first strike, week before last, was a token one for higher wages. It lasted 24 hours, with the strikers getting their requested raise. Not satisfied, the employees again walked out Thursday (15). The army immediately moved in, with huge lorries transporting essential workers to and from their jobs. In its fifth day, the strike showed no settlement in sight.

Many theaters and clubs have closed their doors pending normal transportation facilities. Soldiers assist the police in directing traffic during the day. At nightfall the city becomes strangely silent. All government assistance ceases, and the populace stays at home, quietly awaiting the next day.

Most hard-hit of all the entertainment enterprises in Paris is Cirque Medrano. With its present show, *Hollywood Follies* (formerly *Hollywood Extravaganza*), carrying a heavy cast of American performers under contract, the Cirque has shuttered. The actors have retired to their hotel rooms waiting for the strike to end, but their salaries go on. Harry Bloom, agent, has been let out; also Matty King, choregrapher.

Glenn Ford To Shoot; Futter Flick Done . . .

Glenn Ford comes to Paris this week to prepare a picture tentatively titled *White Road*, to be shot next month in Nice. Laurent is the producer. . . . Tom Buchanan, former Hollywood film-cutter, recently turned novelist, is currently working on a story which should make good magazine fare. Story concerns Walter Futter, American

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Confused Air May Greet War, Enemy Attacks

WASHINGTON, March 24. — A number of alternate proposals for "scrambling" the airwaves to confuse the enemy in event of air attacks on Continental U. S. will be up for discussion at the first industry-wide broadcast conference of its kind with the Federal Communications Commission here Monday (26). The confab, summoned by FCC, will seek to produce a systematized plan of action for radio and TV stations in the defense emergency.

FCC's engineering staff has been working for weeks on alternative proposals to be submitted to the industry conference which will be sounded out on recommendations for black-outs during air alerts, shifts in frequencies and operations in event of attack.

One thing certain to develop from the meeting will be a renewed request for additional funds for FCC for monitoring the air. Sen. Edwin Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, has already indicated he would favor FCC's expanding its monitoring activities (*The Billboard*, March 10).

The confab on defense sets a precedent for size, since every station in the nation—AM, TV and FM—has been invited to send representatives. Proposals to be submitted to the session will be keyed with the Defense Department's objectives to control radiations in periods of enemy attack.

Catalina Sees Smash Season

HOLLYWOOD, March 24.—Catalina Island officials expect record crowds this year to soar past the half-million mark to top the all-time high of 436,000 in 1947. Last year 340,000 tourists brought a gross business of $7,000,000. First three months of 1951 are 12 per cent higher than a comparable period last year. Advance reservations for this summer are way ahead of 1950, which leads the Chamber of Commerce to see a record number of visitors in 1951.

One of the factors which lead to a top tourist season is that many army, navy, air force and marine bases are being reactivated. Thousands of GI's are now making this area their leave center. Over 75 per cent of the isle's annual biz is done between May and October.

The Billboard

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BAKER WOES

$7,500 Wkly. Pay Tapped By Alexander

NEW YORK, March 24.—Willard Alexander, Inc., yesterday (23) slapped a warrant of attachment against Josephine Baker's $7,500 weekly salary on the Stanley Mark Strand Corporation, operators of Broadway's Strand Theater, where Miss Baker has been racking up a landslide business for the past three weeks.

At the same time Alexander, thru his attorneys, Corcoran and Kostelanetz, filed an affidavit in support of the warrant of attachment, an action which is tantamount to filing a formal suit for damages against Ned Schuyler, personal representative for Miss Baker. Warrant and affidavit were applied for and filed in the Supreme Court, County of New York.

The affidavit names only Schuyler as a defendant since he inked the pact with the Warner Bros.' Artists Bureau for the Baker date at the Strand and is the receiver of her moneys. The paper lists three alleged causes of action against Schuyler: (1) Seeks commissions allegedly due Alexander for Miss Baker's Copa City engagement; (2) seeks commissions allegedly due Alexander for Miss Baker's current Strand stint, and (3) claims that Schuyler allegedly is interfering with a claimed exclusive booking agreement between Alexander and Miss Baker.

In support of the latter claim the affidavit contains an inclosure, a letter from Miss Baker to Alexander which it is claimed contains a passage which reads:

". . . Signed personal management deal with Ned (Schuyler) and deduce it will not interfere with your (Alexander's) continuing with my American tour."

Commission claims are for $12,500 based on an estimate that she will gross $125,000 during her stay.

Schuyler, contacted at press time, claimed he was prepared to vacate the warrant of attachment against Miss Baker's moneys over the week-end. He said that he would get a special order to vacate the warrant. At the time he was queried by *The Billboard* he had not seen the affidavit, and was not familiar with the subsequent damage claims.

Dr. Zworykin Gets IRE Honor Medal

NEW YORK, March 24. — The Institute of Radio Engineers met for its annual banquet at the Waldorf-Astoria Thursday (22). Given the medal of honor, the Institute's highest award, was 61-year-old scientist Dr. Vladimir K. Zworykin, veepee and technical consultant of RCA Laboratories, for his invention of the iconoscope and pioneer achievements in television and science in general.

In his acceptance speech, Dr. Zworykin advocated the service of electronics to mankind thru medicine, embracing both diagnosis and therapy.

"Teletalent" Chartered

SACRAMENTO, Calif., March 24.—Teletalent Productions, Inc., has been granted a charter by the secretary of State here to conduct a school for the education, training and development of all types of entertainers. The school will be located in San Mateo County. Authorized capital is $25,000. Costriff, Carr, McClellan & Ingersol, of Burlingame, Calif., filed the incorporation papers. Directors of the firm are Helen Easton and Vivian Duncan, of Burlingame, and Rosetta Duncan, of San Francisco.

Highlight Reviews

LEGIT

B'klyn "Tree" Looks Like Redwood; Shirley Booth's Cissy Is Sock

By SIDNEY GOLLY

The musical version of the Betty Smith *Tree* looms as a potential giant redwood. Good story, melodic score and good production are present here in neat package form.

Particularly noteworthy is *Tree's* tune department, which should develop into a disk jockey's delight. Arthur Schwartz and Dorothy Fields have devised a score and lyrics that, while faithful to the story, are still keyed in the popular vein. No less than five of the show's tunes are hit potentials and there are about three sleepers that can zoom into popular favor with any kind of plugging.

The opening number, *Mine 'Til Monday*, is particularly catchy, and the ballads *If You Haven't Got a Sweetheart* and *I'll Buy You a Star* will give crooners a field day.

Shirley Booth Tops

Shirley Booth, as the yarn's robust Aunt Cissy, is by far show's outstanding figure and shoulders all its comedy. One scene in which she tries to convince her latest lover that she is a mother is the funniest bit of business presented on a stage in many years.

Her treatments of *Love Is the Reason* and *He Has Refinements* are distinct comedy highlights and, altho she still sounds like Miss Duffy when she sings, her ability to put over a blue line is unsurpassed.

Johnny Johnson, in the role of

(Continued on page 44)

RADIO

Soap Opera 'Caesar' a Good Touch But Ferrer's Bard Airer Misses

By JUNE BUNDY

WNEW's choice of Jose Ferrer to emsee this Shakespearean disk jockey session is both showmanly and timely. The actor is particularly "hot" as audience bait right now.

However, the idea isn't as entertaining on the air as it sounds on paper. In spite of several clever programing gimmicks, including a soap opera styling of Orson Welles' recorded version of *Julius Caesar*, the end results are on the dull side. Perhaps it's simply the fact that, lifted out of context for brief spinnings, the bard takes on the same disembodied histronic quality as he does in the school room.

This scholastic taint was particularly noticeable on the show caught (18) when Ferrer played three different versions of *Macbeth* in rapid succession. It was smart novelty programing, but hardly did justice to the talents of the three thespian teams involved—Maurice Evans and Judith Anderson; Fay Bainter and Orson Welles, and Otis Skinner and his daughter, Cornelia.

The *Caesar* serial installment sparked the airer's best pace, since the scene was played long enough for listeners to fix the relationship of players to plot.

Ferrer himself was an able host, tho perhaps a bit on the awe-struck solemn side, and his reading of the much-quoted "All the world's a stage" speech from *As You Like It* was competent and in good taste.

The program, which is aired as a public service pitch for the Actors' Fund, has already more than earned its keep as a publicity gimmick for WNEW's shrewd programing staff, and, of course, it's a natural for specialized audience groups. Unfortunately tho, right now the format is a dubious general draw, and Ferrer will have to humanize his approach much more to put the Shakespearean seg across to the average dialer

Radio—Reviewed Sunday (18), 10-10:30 p.m., EST. Sustaining via WNEW, New York. Producer, Dick Pack. Director, John Grogan. Commentator, Jose Ferrer

TELEVISION

Queen Bea's Colgate Bow Spotty; Harrison Wasted; Material Pallid

By SAM CHASE

Bea Lillie's turn on the *Comedy Hour* had few high points, the spotty moments predominated. Working with her were Rex Harrison, Valerie Bettis, Jean Sablon and Wally Cox. Perhaps the top spot on the show was well up at the start, in which Miss Lillie showed her best form as a talkative member of the audience at a production of *Hamlet* featuring Harrison. Those who would hush her up were sharply rebuked as Communists as Miss Lillie gaily broke up the performance. Another acceptable job was the sketch in which the English star, playing an obstreperous maid, talked her way out of one job and into another. Miss Bettis was the foil in both sketches.

The rest of the show mainly was a solid lull. Some material was just plain pointless, as the take-off of the Russian Art Theater, and Harrison's interrupted gag sequence in which a wedding procession walked in front of him, with the traditional pater-cum-shotgun holding up the tag end. Other stuff just didn't come off, including the Noel Coward *Red Peppers* material and the Wally Cox monolog.

Miss Bettis's terp number, satirizing the psychotic approach to terpsichore, gave the show a lift toward the end with some good original effects, and some clean, sharp movements as contrasted with some of the nebulous dance offerings seen with increasing frequency on TV. Sablon's rendering of two Gallic numbers showed little inspiration and were done in lackadaisical fashion, albeit with attractive settings as background. The second of the two numbers, a novelty calling for audience participation, got a good response but dragged on much too long, those present seeming to think it was ended a full chorus ahead of time.

Harrison, a top grade dramatic actor, was completely wasted in the program. His efforts in the *Hamlet* skit and the Noel Coward material were hardly up to his abilities. Surely some of the weaker stuff could have been slashed out to make room for a Harrison showcast.

Commercials for Frigidaire, rendered by Nelson Case, were smooth and effective. The same cannot be said about a pitch for the Red Cross by Miss Lillie, which was cut off just after it began when time ran out. Producer Edward Duryea Dowling would do well to use a vigorous editorial pencil to eliminate pallid material from future editions.

NBC-TV, Sunday (18), 8-9 p.m.

NIGHT CLUBS

Blue Angel's Dot Greener Shows Promise Via Subtle Satires

By BILL SMITH

The room has another top show, tho it lacks marquee value. The newest act to hit with a promise of becoming one to reckon with is Dorothy Greener. Miss Greener, a small girl last seen in the musical *Razzle-Dazzle*, is a stand-up comedienne of considerable talent. Her material is a combo of satire and caricature using roller skating participants, English canaries and old movie lovers as springboards. Her timing and change of pace showed ability of a high order. There was little doubt about how the audience felt about her. The applause and yocks were excellent. Basically, however, Miss Greener's act is too subdued and a little too clever to fit the more commercial rooms. But in small intimate spots she'd be wonderful.

The King Odum Quartet is rapidly becoming one of the top male singing groups in the country. They have a beat, solid arrangements and good numbers, tho their spirituals were better received than their standards. The bass in the outfit is particularly outstanding.

The Madamoiselles, who've been caught on numerous occasions, are still as funny as ever. Their material is erudite and their selling is good. At times, however, it seemed as if their material was better than they. Part of it may have been due to improper bits or too much selling.

There were two other acts on the bill, but neither went on for show caught.

Edie and Rack, still out in the lounge at the two pianos, keep that room jammed.

Capacity, 150. Price policy, $4.50-$5 minimum. Operators, Herbert Jacoby - Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, $2,100. Estimated budget last show, $2,500.

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TV BRAND WELCOME MAT

NEW YORK, March 24.—Promotion heads at KDYL-TV, Salt Lake City, second place winner in the Video Audience Sales Division of *The Billboard's* 13th annual competition, have discovered a new use for their fluorescent display banners, originally prepared for local dealer windows and showrooms.

When an old gentleman asked permission to buy "just one" of the streamers for "my own reasons," KDYL decided to track down his purpose for the purchase. They found that the gent is using it as a video welcome mat. On nights he wants company he hangs out the flag with copy reading "Television Tonight KDYL-TV." Absence of banner on porch is tip-off for visitors to keep their distance.

Contest Judges Rap Radio for Bad Sales Job

• *Continued from page 1*

ing to do even an adequate job in selling the medium. It was their opinion that, faced by unprecedented competition, 90 per cent—perhaps more—of the sound broadcasters in the U.S. are missing the boat by failing to promote radio as a prime mover of goods.

The judges' comments on AM's failure to meet so grave a challenge developed in the course of the luncheon which followed the judging at the Perroquet Suite of the Waldorf Astoria Tuesday (20). It originated in comments by several judges that many stations persist in regarding extensive advertising campaigns, bought in other media, and such routine procedures as preparing coverage maps and airing station-break announcements, as promotion. They noted, too, that many "fat calf" stations, boasting of big promotion budgets, show a minimum of ingenuity and fail to capitalize on the advantage these big budgets give them.

The greatest general omission, the judges noted this year, is radio's negligence in promoting itself as a medium that can sell merchandise. One judge—a member of the radio staff of an advertising agency ranking among the first three in AM-TV billings—quotes a conversation he had recently with the manager of a 50,000-watt station.

In essence, the manager (who had been advised by the agency that it was canceling an unusually heavy spot announcement campaign after a year-and-a-half on the station) told the agency that he felt the station's obligation ended when the station broadcast the announcements. To compound the felony, he admitted he didn't even know the product involved in the campaign.

No Follow-Thru

This lack of sales follow-up, the judges noted, will do as much to hurt radio, if not more, than competition from any other medium—especially TV. Some broadcasters seem to feel that radio is an advertising medium and that its function is to advertise merchandise and not move it. This policy, the judges agreed, is suicidal on radio's part, and it seems to be all too prevalent.

This criticism by the judges is no reflection on those stations winning this year. Actually, those that did win are the notable exceptions, and it is significant that so many of the winners are repeaters. They represent the top AM broadcasters in the U. S., in many instances—the almost automatically.

Entries in this year's competition totaled 180 more than have been submitted in some years, and 30 more entries than were submitted last year. This in itself is an encouraging sign — an indication, albeit somewhat slight, that more stations are hep to the need for promotion.

THE WINNERS

The Billboard's 13th Annual Radio and TV Promotion Competition

AUDIENCE SALES PROMOTION

• 50,000-Watt Stations

1ST **KSTP, Minneapolis**
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom. Mgr.

2D **WMAQ, Chicago**
Harry Kopf, Gen. Mgr.
John M. Keys, Prom. Mgr.

TIE **KSL, Salt Lake City**
C. Richard Evans, Gen. Mgr.
Sherril W. Taylor, Prom. Mgr.

3D **WNBC, New York**
Ted Cott, Gen. Mgr.
Leonard Safir, Prom. Mgr.

• 250 to 1,000-Watt Stations

1ST **WORZ, Orlando, Fla.**
Eugene Hill, Gen. Mgr.
Sammy Roen, Gen. Mgr.

2D **WCVS, Springfield, Ill.**
C. W. Neeld, Gen. Mgr. and Prom. Mgr.

3D **WLOW, Norfolk, Va.**
Robert E. Wasdon, Gen. Mgr.

Honorable Mention

KXIC, Iowa City, Ia.
Robert E. J. Snyder, Pres. and Prom. Mgr.

KLER, Rochester, Minn.
Walter Bruzek, Gen. Mgr.

• 5,000 to 20,000-Watt Stations

1ST **WDNC, Durham, N. C.**
J. Frank Jarman, Gen. Mgr.
Sue Taylor, Prom. Mgr.

2D **WCOP, Boston**
Craig Lawrence, Gen. Mgr.
John Wilkoff, Prom. Mgr.

3D **WNAX, Yankton, S. D.**
Robert Tincher, Gen. Mgr.
Dick Harris, Prom. Mgr.

TIE **WHEC, Rochester, N. Y.**
Gunnar O. Wiig, Gen. Mgr.
William J. Adams, Prom. Mgr.

Honorable Mention

WFBR, Baltimore
John E. Surrick, Gen. Mgr.
William B. Roche, Prom. Mgr.

WEAU, Eau Clair, Wis.
Harry S. Hyett, Gen. Mgr.

WWDC, Washington
Ben Strouse, Gen. Mgr.
Irv Lichtenstein, Prom. Mgr.

WEBR, Buffalo
Cy King, Gen. Mgr.
Charles Marti, Prom. Mgr.

• Television Stations

1ST **KSTP-TV, Minneapolis**
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom. Mgr.

2D **KDYL, Salt Lake City**
S. S. Fox, Gen. Mgr.
Del Leeson and Mark Hamson, Prom. Mgr.

3D **WLW-T, Cincinnati**
John T. Murphy, Gen. Mgr.
E. G. Feinthel, Prom. Mgr.

PUBLIC SERVICE PROMOTION

• 50,000-Watt Stations

1ST **KOA, Denver**
Charles C. Bevis Jr., Gen. Mgr.
Cy Penley, Prom. Mgr.

2D **WMAQ, Chicago**
Harry Kopf, Gen. Mgr.
John M. Keys, Prom Mgr.

3D **WTIC, Hartford, Conn.**
Paul Morency, Gen. Mgr.
Bernard Mullins, Prom. Mgr.

• 250 to 1,000-Watt Stations

1ST **WSLS, Roanoke, Va.**
James H. Moore, Gen. Mgr.
William Ashworth, Prom. Mgr.

2D **WAVZ, New Haven, Conn.**
Daniel H. Kops, Gen. Mgr.
George A. Duffy, Prom. Mgr.

3D **CJOB, Winnipeg, Man., Canada**
Jack O. Blick, Gen. Mgr.
B. J. Gibson, Prom. Mgr.

Honorable Mention

WNYC, New York
Seymour N. Seigel, Gen. Mgr.

• 5,000 to 20,000-Watt Stations

1ST **KFH, Wichita, Kan.**
Frank Webb, Gen. Mgr.
Ruth W. Kimbley, Prom. Mgr.

2D **WNAX, Yankton, S. D.**
Robert Tincher, Gen. Mgr.
Dick Harris, Prom. Mgr.

3D **WFBM, Indianapolis**
Harry M. Bitner, Gen. Mgr.
David F. Milligan, Prom. Mgr.

• Television Stations

1ST **WWJ-TV, Detroit**
W. E. Walbridge, Gen. Mgr.
James Eberle, Pub. Aff. Mgr.

2D **WCAU-TV, Philadelphia**
Donald Thornburgh, Gen. Mgr.
Charles Vanda, Dir. of TV.
Robert Pryor, Prom. Mgr.

3D **KTLA, Hollywood**
Klaus Landsberg, Gen. Mgr.
Howard Wornser, Prom. Mgr.

NATIONAL NETWORK

• Special Award

MUTUAL BROADCASTING SYSTEM
Frank White, Pres.
Harold Coulter, Prom. Dir.

REGIONAL NETWORK

• Special Award

PACIFIC NORTHWEST BROADCASTERS
E. B. Craney, Mgr.

GENERAL PROMOTION

• FM Stations

1ST **WFMA, Rocky Mount, N. C.**
Mel Warner, Gen. Mgr.
Ray Wilkinson, Prom. Mgr.

2D **WFDR, New York**
Lou Frankel, Gen. Mgr.
Hartley Samuels, Sales Prom. Mgr.

3D **WTRF-FM, Bellaire, O.**
Robert Ferguson, Gen. Mgr.
Albert Fisher, Prom. Mgr.

BROKEN ANKLE BOOSTS WNAX

NEW YORK, March 24.—WNAX, Yankton, S. D., third place winner in the audience sales promotion division (5,000-20,000 watts) this year, grabbed off several national press breaks for its farm safety week promotion, oddly enough because staffer George B. Sherman broke his ankle.

Sherman, WNAX's inquiring farm reporter, was en route to St. Clair, Minn., last July to transcribe an interview with a local farmer on "the danger of falls in farm yards" when the break occurred. He slipped and fell while jumping out of his car in the farmer's yard, and wound up being interviewed by the farmer in a doctor's office.

According to station execs the turn-about object lesson sparked a tremendous reaction from country listeners when played on the air—the general feeling being that the real life illustration "humanized" the station. The ironic ankle twist also received considerable play from the wire services and local press.

Web Awards to Mutual, PNB

NEW YORK, March 24.—Mutual Broadcasting System won a special award for national network promotion, and the Pacific Northwest Broadcasters gained special recognition among regional webs in *The Billboard's* 13th Annual Promotion Competition. Altho these were the only entries in their respective categories, the judges unanimously felt the entries would have taken honors in any event, since they had obvious merit and showed considerable ingenuity and effort.

The Mutual entry, for example, had a segment titled "Operation Snowball," detailing the search for a "national" queen to be honored on the *Queen for a Day* show. This promotion was tied up with the Women's Clubs of America and created a genuine national furor. Over $100,000 in prizes was raised by affiliates, nearly 200,000 announcements were carried. Some 450 local "queens" were selected, and the web and its stations reached about 50,000 of the nation's quarter-million women's clubs.

Pacific Northwest Broadcasters came up with a sales promotion campaign which gained considerable recognition. This is the "Parade of Products" drive, in which the affiliated stations devote a full week for a big drive on behalf of a sponsor. Thus, for "Coca-Cola Week," the stations aired 181 announcements and had six quarter-hour programs promoting the sponsor. Displays and banners also were used. For Kool Cigarettes, a similar week's promotion on one station alone, KXLY, Spokane, involved 39 announcements and one quarter-hour show. In addition, 450 display cards and banners were planted liberally in special window and counter displays in grocery, drug and tobacco stores.

KNOW WHO'S A THUG VIA KTLA

NEW YORK, March 24.—The day may not be far off when you won't see criminals' pictures on the post-office bulletin boards. If that time comes, it probably will be due to the inroads made by television. At least that's the theory at KTLA, Paramount's Hollywood TV outlet.

The station, which took down third place for public service promotion in the 13th Annual Promotion Competition sponsored by *The Billboard*, features as one of its top pubserv shows a six-a-week seg titled *Police Calls*, which airs photos of missing or wanted persons. In nine months, according to a police official, the station used over 500 photos of escaped or wanted criminals. Of these, 140 were captured, with 80 per cent of those apprehended credited directly to the TV broadcasts.

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WSLS' PUBSERV TOPS 250-1,000W

WAVZ Is Second; Only Canada Award Goes to CJOB, Winnipeg

NEW YORK, March 24.—Heavy promotion of a safety campaign, among 19 different pubserv promotions during the past year, won for 1,000-watter WSLS, Roanoke, Va., first place in public service promotion for 250 to 1,000 watt stations in *The Billboard's* 13th Annual Promotion Competition. Second honors in this category went to WAVZ, New Haven, Conn., while CJOB, Winnipeg, won third place. Honorable mention was given to WNYC, New York's municipal non-commercial outlet.

The Roanoke safety campaign was spread over two months and was sponsored jointly by WSLS, the Roanoke Lions Club and the General Outdoor Advertising Company. Utilized in the drive were 10,000 radio spots, 20 billboards, newspaper publicity, 400 bumper strips, 1,000 arm bands, 50,000 envelope stuffers and 500 window display cards.

Indicative of the success of the promotion, tagged the "Silly Willie Campaign," were reports showing a 6 per cent decrease in injuries and a 75 per cent drop in fatalities against the same months of the preceding year.

WSLS, during 1950, also engaged in numerous other pubserv pushes, including one publicizing postal zone numbers via a 15-page printed booklet; a teen-age fashion show and ball attended by 4,500; a weekly "dummy" news broadcast before club sessions attended by the town's leading business men; activity by the station's farm department, particularly in getting information to rural areas about latest farm electrification service news; formation of a boys' club which promoted a "cop of the month" award, and several others.

In winning second place, WAVZ, New Haven, a 1,000-watt daytime indie, just over one year old, stressed news gathering and editorialization in a community which has a local monopoly on newspaper ownership. In a city which was receiving only one point of view, WAVZ restored competitive reporting. Because of its editorializing on the air, a housing project that had been dormant for nine months was revived after a four-day campaign. It also was successful in getting a school in a Negro neighborhood rebuilt and works generally for community welfare in five languages.

Only Canadian Winner

The only Canadian outlet to capture an award in this year's competition was CJOB, Winnipeg, which took third place in this category. An indie 250-watter, CJOB has been on the air for five years, and utilizes a 24-hour operation. The station did a particularly notable job during the 1950 Red River flood, in which it stayed on the air, altho its ground floor was completely awash, using auxiliary power. The private office of the station's president became the focal point of an emergency operation distributing food, cigarettes, aspirins, etc., to victims of the disaster, broadcasting appeals for aid and giving instructions over the air.

WNYC, New York City's municipal outlet, won honorable mention for its efforts, which were made despite the absence of any budgetary appropriation for promotion. Programs of the educational FM adjunct, WNYE, were promoted via a booklet distributed to all teachers within the city school system. Placards in branch libraries promoted the public library shows, and others of literary interest. Special leaflets, subway display cards, employee publications and throw-aways were used to push WNYC shows, and particularly those relating to the city's police, fire, health, market, sanitation and parks departments.

KGO'S YEAR-ROUND SANTA

NEW YORK, March 24.—When it comes to gimmick gifts, the promotion gang at KGO-TV, San Francisco, is quite a fey-minded outfit. The station, a runner-up in the audience sales promotion division of *The Billboard's* 13th annual competition, makes a practice of sending "symbolic" gimmicks, along with press releases, on new programs and events.

Last year's loot line-up included a jack-in-the-box for *Super Circus;* mirrors for *Magic Mirror Revue;* a baseball and acorns for the 1950 telecasts of the Oakland Acorns ball games; a toy football for its Stanford football video coverage, and birthday cakes as a reminder of KGO-TV's first anniversary. As an added fillip, for the press the station noted that the cakes were "actually baked by a member of the KGO promotion staff."

WFMA First In FM; WFDR 2d; WTRF-FM 3d

NEW YORK, March 24.—FM stations this year more than adequately substituted ingenuity for costly expenditures in *The Billboard's* 13th Annual Radio and Television Promotion Competition. WFMA, Rocky Mount, N. C., won first; WFDR, New York, won second; WTRF-FM, Bellaire, O., got third, and WAER, the Syracuse University non-commercial station, honorable mention. Only WFDR, which last year was third, repeated among the winners.

The multi-faceted WFMA promotion resulted in the station securing Liberty Broadcasting System affiliation and selection by CBS as the only independent FM outlet to carry the web's programs. Among its special features were a mobile transmitter which aired programs from the surrounding countryside and undoubtedly increased substantially its farm audience via special programs. By tying up with the State Home Demonstration Department, the station cultivated the female listeners with sewing, baking and cooking stanzas.

There was an unusual concentration on longhair music when WFMA aired constantly the traveling North Carolina Symphony unit and brought to public school classrooms its *FM Music School.* The latter show clicked so strongly that the State Legislature is now being asked to underwrite a similar series of shows. Not only has listenership been hiked, but time sales have doubled during 1950 on the outlet.

The International Ladies' Garment Workers' Union (ILGWU) station, WFDR, second place winner, intelligently tied its promotional activities to interested groups such as labor orgs, cooperatives and consumer groups. *More Power to You* was expressly blueprinted for consumer hearing. And the British elections of last year were given special programing treatment while contact was made with the English-Speaking Union to tap still another audience.

WTRF-FM, third place selection, strongly emphasizes the fact, in a "golden egg" brochure, that the station now has 33,000 homes tuned in. Its emphasis is on listening directed to specific audience groups. Thus it was the only station to broadcast the full schedule of Cleveland Browns football games, carried the Cleveland Indians baseball activities, carried an entire slate of local high school basketball and whatever other sports were available. The station also maintains a constant schedule of newspaper ads, publicity and dealer-client mailings.

WAER, Syracuse, which won honorable mention and is operated by Syracuse University, broke its promotional compaign down into two divisions: public schools and civic organizations. It directed its pitch to audience units in each field.

Among other stations submit-

(Continued on page 7)

No. Gim Award, But WWDC's a Hot Contender

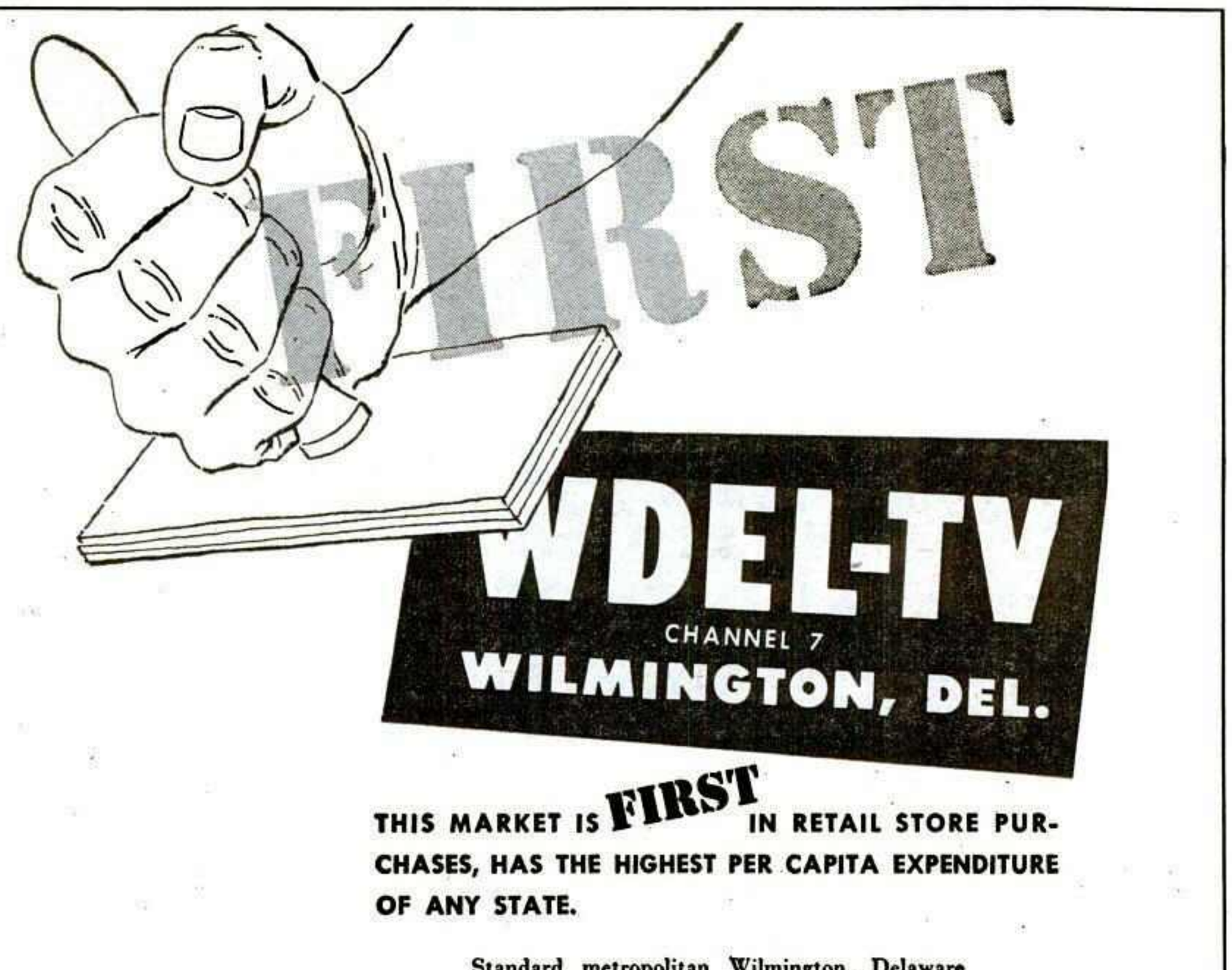
NEW YORK, March 24. — If there'd been a special "gimmick" award this year, WWDC, Washington, would have been a strong contender for first place honors. The D. C. station, honorable mention winner in the Audience Sales Promotion Division for 5,000-20,000 watters, heralded its new place-on-the-dial last year with an ingenious line-up of "moving day" gimmicks, including a special spot campaign on Washington's transit radio system.

One of them was a "flying disk" stunt. Irving M. Litchtenstein, WWDC promotion director, dropped 10,000 cards from a plane, after notifying the press that 100 of the leaflets were special cards, entitling finders to $12.60, the station's new dial frequency. The stunt was possible because Washington doesn't have any local air or police regulations on plane throwaways.

Car Cards Parked

Another scheme to save overparked motorists a $3 fine by depositing a nickel in their parking meters misfired when local police turned thumbs down on the idea. The station was stuck with $10.40 worth of special car cards, but the front page furore blown up in the local press and national trades over the taboo brought WWDC far more space breaks than the original plan.

Space-wise, WWDC probably fared best with its sponsorship of the local Miss America finals, since the dailies are notorious pushovers for cheesecake stills. In line with this, the station perked up the populace considerably by parading bathing beauties around town to hypo portable radio sales. The campaign was spearheaded with the following thought-provoking slogan: "No one can make love to a girl in a canoe and watch television at the same time."



THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

A Steinman Station

NBC TV-Affiliate

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WWJ BEST IN TELE PUBSERV

First Via Mich. U. Courses; WCAU-TV, 2d; KTLA, 3d

NEW YORK, March 24.—University of Michigan's *Television Hour*, involving three courses taught via TV each Sunday on WWJ-TV, Detroit, was the basis for that station's capturing first place for public service promotion by television stations in *The Billboard's* 13th Annual Promotion Competition. Success of the campaign is evidenced by the fact that 660 viewers paid a fee and enrolled after five airings, altho half of the nation's 1,800 colleges have fewer than 600 enrollments. Second place in TV pubserv promotion was won by WCAU-TV, Philadelphia, while third place went to KTLA, Hollywood.

University of Michigan's courses, as broadcast by WWJ-TV, actually were included in the curriculum of the school, with fees charged enrollees and college credit given to those who successfully completed the courses. Considerable publicity was secured for the plan in local newspapers as well as in the trade press. National magazines also picked up the story. Ads plugged the series, and in the case of the local press, enabled viewers to register for the courses by mail.

In toto the venture is considered a tremendous advance for the development of education by television. The idea was in preparation for three years before it was launched. University officials and publications of the university lauded the series and promoted it heavily as well.

WCAU-TV's Entry

In Philadelphia WCAU-TV developed a character whom it called the Ghost Rider, who served as a live emsee for a nightly series of hour-long Western films. Moppets watching the films were urged to join the Ghost Rider Club. Within 10 days over 11,000 kids had become members. The club members received cards which they were to check each time the show was watched, with a special space for the kids' mothers to check off good deeds done. Weekly prizes include Gene Autry Western outfits, a TV set and a trip to a Texas dude ranch. Philly mothers, according to sample letters, seem to feel that their kids never before were so obedient or conscientious.

Paramount's video outlet in Hollywood, KTLA, walked off with third honors on the basis of a heavy and well-rounded schedule of pubserv activity, all heavily promoted. Among the regularly skedded shows is a nightly offering titled *Police Calls*, showing photos of missing or wanted persons. Among top special event pick-ups on a non-scheduled basis, the gamut was run from Easter sunrise services and Pontifical Solemn High Mass on Christmas to the Annual Headdress Ball, with midpoints including the Fisherman's Fiesta, Santa Claus Lane parade and July Fourth fireworks display.

WDNC BATS .833

5-20-Kw. Aud. Sales 1st Is 5th in 6 Times Out

NEW YORK, March 24.—For the fifth time in six years WDNC, Durham, N. C., walked off with top honors in *The Billboard's* 13th Annual Radio and Television Promotion Competition, copping first place in the audience sales promotion division for stations in the 5,000-20,000 watt category. Second place went to WCOP, Boston, another repeat performance winner; while WNAX, Yankton, N. D., and WHEC, Rochester, N. Y., tied for third.

More than 250,000 lines of newspaper advertising formed a solid base for WDNC's multi-faceted audience sales promotion campaign. In addition to its saturation policy in the ad field, the station made a strong bid for farm listeners via a radio give-away stunt at North Carolina State Fair; special editorial features for local farm papers, and "Welcome Farmer" posters in Durham's 10 big tobacco warehouses, the city's most powerful tourist draw. On the lighter side, WDNC courted civic support with a variety of clever gimmicks, including special calendars for local club members (listing the name, date and meeting place of each exec's particular organization); cloth bags to carry home party favors from big dinners, and special letters reporting on business trends to local clients.

High - powered merchandising was an integral part of WCOP's audience sales promotion activities. Excellent relations between the station and local retailers were maintained, via a quarterly merchandising mag and regular personal calls on dealers, for the purpose of stimulating display and sale of WCOP-advertised products.

WCOP Sales Gim

In line with this, 24 sales surveys of local dealers and distributors were made by the station on behalf of clients' products. Special programing activities were boosted by direct mail, with letters about WCOP's juvenile shows going to 500 school principals. Most publicized special program was the station's taped coverage of General Motors' Mid-Century Motorama show in New York City.

WNAX, Yankton, S. D., only station spotted among the winners in all four categories of *The Billboard's* 12th annual competition last year, scored high in the sports promotion field during 1950. The station garnered reams of publicity, both national and local, with the WNAX-five State bowling tournament, second in size only to the American Bowling Congress Classic.

The 11 district tournaments, which were climaxed by WNAX's special broadcast of the finals in Sioux City, Ia., were staged in cooperation with the station's sports sponsor, Hamm's Beer. The advertiser, of course, also figured in window displays and other promotion spread thru all five States. Saleswise, the station sent merchandising evidence reports to agencies and clients at least once each 60 days, in addition to publishing its own merchandising mag and supplying a constant stream of market data and coverage information to agencies.

WHEC Plugs 25 Years

WHEC, Rochester, N. Y., tied for third place on the basis of its sock 25th anniversary campaign. The station went all-out on the quarter-of-a-century celebration, staging a special 25-day promotional build-up, capped by a gala birthday broadcast on March 25, 1950.

Pitching the nostalgic angle for all it was worth, WHEC planted newspaper ads with "today and yesterday" copy themes, and reaped a wealth of "then and now" feature stories from local newspapers and magazines. CBS sent Abe Burrows and Arthur Godfrey's canary, Janette Davis, down as guest entertainers for the hour birthday show, which was augmented by the appearance of the station's first staff members and a musical program covering tunes popular during the 1925-'50 period.

Honorable mentions in the audience sales promotion division for 5,000-20,000 watters, went to WFBR, Baltimore, Md.; WEAU, Eau Claire, Wis.; WWDC, Washington, D. C., and WEBR, Buffalo, N. Y. Votes were also cast for KLRA, Little Rock, Ark.

WEBR turned up a particularly effective audience-building stunt in the form of a "Lucky Number" contest. At various times during the day numbers corresponding to Social Security cards were read over the air.

Listeners submitting the correct cards received $100. In case of no winners, WEBR "forced" the stunt by reading the last four digits of a number and gifting the first phone caller with the C note. A separate story on WWDC, probably the most gimmick-happy entry in the competition, appears elsewhere in this issue.

HERE ARE THE JUDGES FOR 13TH BB COMPETISH

NEW YORK, March 24.—The awards in *The Billboard's* 13th annual promotion competition were made by judges representing advertisers and agencies placing millions of dollars annually in AM and TV. This procedure was set up some years ago in a move designed to bring complete impartiality to the exceedingly difficult problem of deciding the winners. At the same time it was made so that broadcasters could present to such top advertising executives a complete story of the promotional activities carried on each year.

Following is this year's panel of judges:

ADVERTISING AGENCIES

WALTER CRAIG, Vice-President in Charge of Radio and Television, Benton & Bowles, Inc.

WICKLIFFE W. CRIDER, Vice - President, Batten, Barton, Durstine & Osborn, Inc.

G. D. GUDEBROD, N. W. Ayer & Son, Inc.

T. F. HARRINGTON, Partner, Ted Bates & Company

CHESTER McCRACKEN, Vice-President Doherty, Clifford & Shenfield, Inc.

ROGER PRYOR, Director of Television, Foote, Cone & Belding

STANLEY H. PULVER, Dancer - Fitzgerald-Sample

ADRIAN SAMISH, Vice-President, Dancer-Fitzgerald-Sample

TOM SLATER, Vice-President, Ruthrauff & Ryan, Inc.

ADVERTISERS

J. M. ALLEN, Vice-President in Charge of Public Relations, Bristol-Myers Company

RALSTON H. COFFIN, Director of Advertising and Sales Promotion, Radio Corporation of America, RCA Victor Division

JOHN R. GILMAN, Vice - President, Colgate-Palmolive-Peet Company

GEORGE E. POTTER, Vice-President, The Prudential Insurance Company of America

W. M. RAMSEY, Procter & Gamble Productions, Inc.

R. G. RETTIG, Vice-President, Whitehall Pharmacal Company

M. J. ROCHE, General Advertising Manager, Lever Brothers Company

LEE COOLEY, Producer, "Perry Como Show"

KSTP Top o' Heap With Two Firsts

NEW YORK, March 24.—For the second successive year KSTP, Minneapolis, garnered top laurels for audience-sales promotion in the 50,000-watt category. The second place award was split between WMAQ, Chicago, and KSL, Salt Lake City. Third place went to WNBC, New York. WMAQ and WNBC are National Broadcasting Company owned and operated outlets. KSTP also won the TV audience sales top award.

Undoubtedly the major factor in the KSTP selection was its "Planalyzed Promotion," as in other years. This plan provides a thoro blueprint which links advertisers' marketing problems to the station's merchandising plans. The method has 10 important steps: (1) Specially designed mailings to retailers, (2) posters, (3) flyers, (4) point of sale displays, (5) window displays, (6) shopping bags, (7) tie-in newspaper ads, (8) personal calls, (9) special conferences, and (10) stunts.

Other KSTP buckshot sprayed into the Minneapolis-St. Paul area were basic information files made up specifically for advertisers and their agencies, a Junior Golf Association which gave youngsters under 15 free golfing lessons if requested, besides the usual run of drum-beating endeavors, including a heavy schedule of newspaper ads, listings and publicity, movie trailers, fan magazine stories, posters, direct mail pieces and special radio shows.

KSL Audience Up

At the end of 1950 KSL, which tied for second, claims it lifted its audience 42.5 per cent over the previous year as a result of its promotion drive. As its special sales service to clients, two men were hired to call on drug and grocery stores in a five-State, 55-county area and distributed hundreds of point of sales displays. Six times as much newspaper space also was bought as in 1949.

Comprehensiveness was the keynote of WMAQ, its co-winner's promotion campaign. Tho the station did not go in for spectacular gimmicks, it did emphasize sheer quantity and did create considerable impact with continuous flacking thruout the year. Such things as its *Town and Country* column were sent to 74 newspapers; 63,342 lines of advertising were inserted in local dailies; car cards were utilized on 2,400 units of transportation; posters and streamers sent to retailers; monthly promotion kits distributed to advertisers, and a gift certificate indicating the amount of free on-the-air announcements mailed to sponsors.

WNBC's Personalities

WNBC, the local outlet, and third place winner was primarily concerned with introducing new program personalities to the local audience. Using newspapers as its main tool, it purchased more space during the year than any other station. Among those receiving the benefit of such publicity were Skitch Henderson, Eleanor Roosevelt and Tex and Jinx.

Altho WGY, Schenectady, did not win any prize, its audience sales pitch was successful just the same. During the year its paper, *Mike and Camera*, increased its circulation from 400 to 20,000.

WEST COPS HONORS IN TV AUDIENCE SALES PROMOSH

KSTP-TV First, Then KDYL, WLW-T; Nods to KGO, WFIL, KSL (TV), WNBT

NEW YORK, March 24.—Giving the lie to the much-touted supremacy of Eastern TV operations, the three video toppers in the audience sales promotion division of *The Billboard's* 13 Annual Radio and Television Promotion Competition all hail from points west of Radio City.

First place went to KSTP-TV, Minneapolis-St. Paul; second to KDYL, Salt Lake City, and WLW-T, Cincinnati came in third. Altho they didn't win, votes were also cast for KGO-TV, San Francisco; WFIL-TV, Philadelphia; KSL-TV, Salt Lake City, and WNBT, New York.

All three entries were characterized by outstanding display material, both artwork and copy. KSTP-TV led the trio in this field. Utilizing the "Planalyzed Promotion" system, which helped put KSTP-AM over with advertisers, the Twin Cities outlet made a thoro analysis of each advertiser's particular sales problems before beginning the actual promotion work. This info was packaged in a special promotion presentation, with every gimmick specifically tailored to match the client's individual sales needs.

The station used its own art department to design and construct a variety of exclusive-styled promotion material for each advertiser, including various types of display posters and merchandising tie-up gimmicks. In line with this, the promotion department suggested and followed thru on a giant tie-up with the Twin City Appliance Dealers' Association and the North Central Electrical Industry last September to celebrate the arrival of the coaxial cable.

KSTP-TV backed up all its visual promotional material with a powerful publicity drive designed to push the station's programing and to build set ownership. A local version of the *Miss U. S. Television* contest last summer proved a potent space getter via numerous cheesecake photos in the local press.

Dealer Relations

Superior art work also played a big part in the audience sales promotion success story of KDYL-TV, Salt Lake City. In addition to the usual promotion activities, the station stressed dealer relations, via regular business trend letters to local appliance retailers and distributors (e. g., "Radio stations will not shut down if war comes, FCC chairman states," etc.) When local Stewart Warner TV dealers sponsored a *Square Dance* airer, featuring dancers from a church, KDYL-TV put up display cards in church ward house windows, in return for arranging that local dealers install TV sets in each ward house for the event.

In another attempt to help local dealers sell sets, the station devoted one afternoon of programing to a University of Utah video clinic during its annual Audio-Visual Education week. Local distributors installed sets in university classrooms during the meet.

To further cement dealer-station relations, KDYL covered the opening of practically every local TV appliance store last year. The station handled all details of staging remote tele-shows from the stores—lining up the talent, and constructing suitable stage areas. KDYL also carried video coverage of business meetings and other dealer association affairs, most enterprising being a televersion of the *Carpet Fashion Follies*, staged by local carpet dealers.

On All Fronts

WLW-T's video audience sales promotion operation, (covering WLW-D, Dayton, O., and WLW-C, Columbus, O.) was set up to take advantage of every promotional outlet, including about 180,000 lines in newspaper advertising space alone.

In addition to its full-time talent booking bureau, which handled all off camera appearances of WLW artists and provided full promotional backing for such events, the station built audience good will by giving all visitors the red-carpet treatment. Latter policy included special brochures and program giveaways.

WLW's merchandising department was probably the most important single factor in its audience sales promotion set-up. Full-time merchandising representatives were stationed thruout the three-city TV area, and the department published a monthly merchandising magazine, along with an annual farm edition highlighting rural-appeal products.

In the research division, WLW-T maintained a special survey study operation for advertisers and often conducted more than 1,000 telephone-interviews with local housewives to analyze the sales-effectiveness of one product.

2½G for 15 Min. of Swanson on ABC-TV

NEW YORK, March 24.—Gloria Swanson this week inked a pact with ABC-TV. Plans are to start the film star on a once weekly hour-long basis for her daytime show. Her legit commitments in *Twentieth Century* preclude her working more frequently now, but chances are the show will air more often by fall.

Time, day and starting date are yet to be decided. The show will be sold in 15-minute segments at $2,500 net cost per quarter hour.

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14 REPEATERS COP AWARDS FOR SECOND YEAR IN ROW

NEW YORK, March 24.—Fourteen stations winning awards in this year's promotion competition were also winners in last year's competition. Of these, the outstanding laurel coppers are KFH, Wichita, Kan.; KSTP, St. Paul; WORZ, Orlando, Fla., and WDNC, Durham, N. C. Each won a first place award last year and each a first place this year, with KSTP, in addition, this year gaining a first both in AM and TV.

Complete list of "repeaters" follows:

Station	City	13th Annual Award	12th Annual Award
KFH	Wichita, Kan.	Pubserv, 5-20kw.—1st	Pubserv, Regional—1st
KOA	Denver	Pubserv, 50kw.—1st	Pubserv & Aud., Clear—3d
KSL	Salt Lake City	Aud.-Sales, 50kw.—2d	Pubserv & Aud., Clear—2d
KSTP	Minneapolis	Aud.-Sales, 50kw.—1st Aud.-Sales, TV—1st	Aud.-Sales, Clear—1st
WCOP	Boston	Aud.-Sales, 5-20kw.—2d	Aud.-Sales, Regionals—1st
WCVS	Springfield, Ill.	Aud.-Sales, 250-1000 watts—2d	Aud., Local—1st Aud.-Sales, Local—1st
WDNC	Durham, N. C.	Aud.-Sales, 5-20kw.—1st	Aud.-Sales, Regional—2d
WFDR	New York	FM—2d	FM—3d
WLOW	Norfolk	Aud.-Sales, 250—3d	Aud., 250-1000 Watts—1st
WLW-T	Cincinnati	Aud.-Sales, TV—3d	TV—1st
WMAQ	Chicago	Aud.-Sales, 50kw.—2d Pubserv, 50kw.—2d	Sales, Clear—2d
WNAX	Yankton, S. D.	Aud.-Sales, 5-20kw.—3d Pubserv, 5-20kw.—2d	Sales, Regional—3d Aud., Regional—2d Aud.-Sales, Regional—2d Pubserv, Regional—3d
WNBC	New York	Aud.-Sales, 50kw.—3d	Pubserv & Aud., Clear—1st
WORZ	Orlando, Fla.	Aud.-Sales, 250-1000 watts—1st	Aud.-Sales, Local—1st

KFH, WNAX Repeat In 5-20-Kw. Pubserv

Wichita Outlet Holds Last Year's First; Yankton Moves Up to Second; WFBM, Third

NEW YORK, March 24.—Two of the three public service winners in the 5,000-20,000-watt station division of *The Billboard's* 13th Annual Radio and Television Promotion Competition walked away with the top awards last year. KFH, Wichita, Kan., again stole first place laurels, while WNAX, Yankton, S. D., moved up to No. 2 position from last year's third place spot. Third prize went to WFBM, Indianapolis, and, altho it didn't win, votes also were cast for WSAI, Cincinnati.

KFH scored on the merits of three major public service campaigns—the "Gold Star Safety Club," the "Silver Star Award" and the station's State election coverage last November. The first campaign, which was responsible for KFH's win last year, was a three-day drive urging local motorists to take advantage of the station's offer of a free auto check-up service. The campaign was staged immediately prior to the fall school term, in co-operation with Kansas law enforcement agencies. It received full support of local manufacturers and business men.

The Silver Star service, a year-round program, was an extension of the Gold Star idea. Daily star awards were made to exceptionally safe and courteous drivers, with winners recommended by local police officials. Stars were presented nightly on KFH's 10 o'clock newscast, sponsored by Phillips 66. The highlight of KFH's election coverage was a nightly "political rally" broadcast one week prior to the election, with professional radio performers acting as proxies for the 12 major candidates.

WNAX Farm Plan

WNAX, Yankton, S. D., rested its 1950 public service case on two promotions—the WNAX Farmstead Improvement Program and the *High School Forum*. The former, now in its third year, is a five-State campaign to promote better farm living. By now the annual improvement plan has assumed national importance, and the testimonial banquet for the prize-winning farm families this year was attended by top government bigwigs. The 1950 Farmstead program utilized 546 hours of regular programs, news releases were carried by press in five States; display advertising carried a circulation of 1,841,092, and a multitude of merchandising display tie-ups were made with extension personnel and judging committees thruout the five States.

WNAX travels to 20 area high schools in four States each school year to transcribe the station's *High School Forum* series, and a special all-day workshop is conducted each spring. The student judged most effective at that time is awarded a college scholarship or an expenses-paid trip to Washington and the United Nations. WNAX demonstrated the new forum technique at the 1950 convention of the National Association of Secondary School Principals. As a result, the station was requested to prepare a "How To" brochure, outlining ways to set up similar programs in other localities.

"How To" Book

This brochure has since been sent to schools in 36 States, along with special briefing reports on the series for Parent Teacher Association groups, educators and scholastic publications. In addition to extensive promotion and publicity on the series in WNAX's home city, the forum also was plugged in each town visited.

WFBM, Indianapolis, was cited for third place honors on the strength of its 1950 4-H Dairy Safety contest, designed to encourage 4-H boys and girls to make farming safer. The four-month campaign was plugged daily over WFBM via two regular contest programs and numerous spot announcements. It also received extensive coverage by the local press and farm publications.

Laine May Get Benny CBS Spot

NEW YORK, March 24.—Frankie Laine was leading the pack this week as possible replacement for Jack Benny's AM show on CBS. It's understood the sponsor, Lucky Strike cigarettes, wants a singer-band show, and huddles were going on this week between CBS and Batten, Barton, Durstine & Osborne, the account's agency.

Benny usually winds up at the end of May and returns after the fall daylight saving time change in October.

50-KW. PUBSERV WINNERS

KOA's Toscanini Bally Cops 1st; WMAQ Docs 2d, WTIC Dimes 3d

NEW YORK, March 24.—Top public service awards in the 50,000 watt category of *The Billboard's* 13th Annual Radio and Television Promotion Competition went to KOA, Denver; WMAQ, Chicago, and WTIC, Hartford, Conn., in that order. KOA and WMAQ are National Broadcasting Company owned; WTIC is an NBC affiliate.

KOA's winning entry outlined the station's promotion and exploitation of a single big event, the Denver appearance of Arturo Toscanini and the NBC Symphony Orchestra last May. Altho Toscanini was carried as a sustainer, and KOA was divorced from the management of the maestro's local concert, the station staged one of the most all-inclusive campaigns in its promotional history during conductor's stay in town. The push corralled an outstanding amount of front page news space; plus on-the-air spots; special broadcasts, newspaper ads, screen trailers, bus and taxi cards, window displays, banners, direct mail and music program notes.

WMAQ's Second 2d

WMAQ, Chicago, second place winner in the sales division of *The Billboard's* 12th annual competition last year, received another second place award this year for outstanding public service work, with particular regard to its contribution in the field of race relations. The station already has received several merit awards for programing *Destination Freedom*, a documentary series staged in co-operation with the *Chicago Defender*, and dramatizing noteworthy contributions made by Negroes to the American way of life.

Other public service shows programed by the Chicago station were an agricultural information series for farmers and *Carnival of Books*. The latter received extra push, via monthly bulletins (about books discussed on the show), which were sent to 1,600 schools, libraries and bookstores. All of WMAQ's public service features, of course, were backed by extensive newspaper advertising, display material, direct mail, courtesy announcements and specialized publicity releases.

WTIC Builds Dimes

WTIC, Hartford, Conn., annually makes its biggest public service effort for the "Mile o' Dimes," a local polio fund drive which it has staged (in co-operation with *The Hartford Courant* newspaper) for the last 10 years. All funds are raised without any deduction for expense by either sponsor. Last year's drive, which pulled an all-time high of $86,724.40 or 9.65 miles of dimes in contributions, again put Hartford among the leaders, on a per capita basis, in the nationwide campaign.

As in the past, WTIC handled the entire operation, including the initial organization, direction, collecting, recording and acknowledgement of contributions. WTIC Public Relations Director Bernard Mullins devoted about two-and-a-half months to the campaign, focal point of which was a contribution booth in the center of the town's business district.

During the two-and-a-half-week promotion, daily broadcasts were carried from the street stand, along with special radio programs from local polio wards and a monthly post-polio clinic; weekly "Jamboree" collection shows and special week-end broadcasts for acknowledging children's gifts—a total of 21 hours of free air time. A front page story and photo on the drive was carried daily by *The Courant*.

SHARP TOOL

Youth Pitch Specialty of WAER-FM

NEW YORK, March 24.—Syracuse University's FM operation WAER, winner of an honorable mention in the FM general promotion class, is a good example of how an educational station can promote itself via local organizations.

As its chief tools, the WAER organized two groups, the Radio Players and the Speakers' Bureau. Then the promotional campaign was broken down into two divisions, public schools and civic organizations—and the ball was carried into those areas of local activity which had not yet been spaded.

In the public school division so far four local high schools out of eight have seen the WAER show, consisting of a 15-minute original radio drama with a producer explaining production problems, procedures and sound effects. There also is a 10-minute speech given on the operation and history of WAER, followed by a question period of similar length.

On the civic organization front WAER repeats the same kind of a presentation. Aside from the education as to radio as a medium, the station undoubtedly is building itself considerable good will and listenership, especially among the youth in the city.

WFMA Cops First in FM

• Continued from page 5

ting entries, WBKY-FM, Lexington, Ky., developed a series of shows built around and titled *Visiting Kentucky Industries;* KFMV, Hollywood, set up a network of 49 AM stations fed by FM broadcasts, called the Pacific Regional Network, while WCTW, New Castle, Ind., had as its special programing service, *The Trading Post*, on which $100,000 worth of items were sold to the farmers in the community.

WQXR and WFUV

The top outlet for classical music in the New York area and undoubtedly one of the tops in the country for its concert hall concentration, WQXR-FM last year affiliated with the Rural Radio Network and made its programs available to 16 stations thruout upper New York State and Pennsylvania. Another New York City outlet, WFUV-FM, Fordham University's pride and joy, promotes both sports and inspirational shows. Last year, for example, the Eastern Rite Christmas was broadcast, the first time that the ceremony had ever been heard.

For a change, WCSI-FM, Columbus, Ind., pulled a switch when it beat the drums for its new AM son, WCSI, with a six-week continuous campaign of plugging. WPOE, Elizabeth, N. J., pitched in and sold "safety" to inhabitants of the city for eight weeks during which a jingle contest was the high spot.

WWJ-TV Airs Entire Sin-Ema

DETROIT, March 24.—WWJ-TV took every minute of the New York Kefauver hearings, including the evening meeting, except for two hours on the opening Tuesday morning session when lines were not available. About 10 offers from sponsors to buy time for the hearings were turned down when the station management decided to keep it strictly sustaining as a matter of policy, despite the American Broadcasting Company sales to *Time*.

Unique feature was that WWJ-TV, the local National Broadcasting outlet, had to buy most of the hearing time from ABC, Columbia Broadcasting System and DuMont, taking the feed from whoever had the hearings on the network live, and letting its own regular network shows—including Kate Smith—just come in on the monitors.

The policy decision meant canceling all commercial time, both local and net, during the periods of the hearing. Total cost to the station was expected to run well over five figures, but no estimates were forthcoming.

WORZ Not Only Tops 250-1,000-W. Aud. Sales, But Gets Roen a Home

NEW YORK, March 24.—A thoro, over-all promotion job embracing a wide variety of methods, as well as several highly original conceptions, brought to WORZ, Orlando, Fla., first prize in audience-sales promotion for 250 to 1,000 watt stations in *The Billboard's* 13th Annual Promotion Competition. Second place in this division went to WCVS, Springfield, Ill. Third prize was won by WLOW, Norfolk. Honorable mentions went to KXIC, Iowa City, Ia., and KLER, Rochester, Minn.

Promotion Manager Sammy Roen, of WORZ, gained unusual recognition for his station via one promotion which, incidentally, netted Roen a model home for himself, complete with a radio studio from which he and his wife broadcast a Mr. and Mrs. show. Street & Smith's *Living* magazine took charge of the dream house project, designing it, getting it built in two months, and supervising its decorating and furnishing. This was followed with a 20-page spread in the magazine, with pix and descriptive matter on the house, with plenty of plugs for the station. Wire services and other magazines also picked up the yarn, which got liberal national news breaks.

Off-Air Promosh

The station, a 1,000-watt NBC affiliate, also took first place in a promotion contest for *The $64 Question*, and first prize in a *People Are Funny* promotion event. Apart from on-the-air promotion, the station utilized newspapers, indoor and outdoor media, direct mail and other devices such as imprints on bags, laundry shirt boards, telephone holders and other similar techniques.

WCVS, a 250-watt American Broadcasting Company affiliate, won first place in *The Billboard's* 1949 Audience promotion competition, and second place for audience sales in the same year. A perennially strong entrant, the station scored again this year for its consistent efforts, which made use of newspaper ads and publicity, dealer letters and cards, booklets, displays and promotional announcements. The dealer letters were sent on behalf of sponsors to a selected list of 750 retail grocers, 150 druggists and 150 department and general merchandise outlets within the station's area.

Another "regular" among *The Billboard* promotion winners is WLOW, Norfolk, which took honors this year for the fourth consecutive time. The station specialized in sports broadcasts, and did a hefty job of promoting these airings. Station also did some lively promotion for its musical features, including a hillbilly disk jockey, Sheriff Davis, Negro platter spinner Jack Holmes and a gal jock. The station also staged a big party for wounded Korean veterans.

Honorable Mentions

An honorable mention was awarded KLER, Rochester, Minn., 1,000-watt ABC affiliate, for its efforts to promote its call letters and wave length, inasmuch as it is a comparatively new outlet. The biggest part of the drive included spreading "gold" coins about, with finders getting gifts, and the finder of a special coin winning a trip to Hawaii. Up to 15,000 people were involved in the promotion before it wound up.

The other honorable mention, won by KXIC, Iowa City, came mainly as the result of the station's efforts to promote information about its listening area and its market data. In addition to client promotion, the station also held a successful "courteous clerk" contest.

Altho WDIA, Memphis, won no award, the judges made particular note of its endeavors. The 250-watt indie beams its programs exclusively for the Negro population of its city and performed several noteworthy campaigns for its advertisers as well as a number of pubserv operations for its listeners.

Costello Had 40G in Video

NEW YORK, March 24.—Wind-up days of the hearing telecast of the Estes Kefauver committee on organized crime found a couple of more show business and allied fields mentioned. Frank Costello and possibly Joe Adonis, it was brought out, at one time had a piece of Tele King, the video receiver manufacturing company headed by Louis Pokras. Costello had $40,000 in the company, but eventually turned in his stock and got his dough back.

Monte Proser, currently having his problems with a couple of Broadway clubs (Theater Restaurant and La Vie En Rose), sent the committee a wire via his attorney, late in the hearings, pointing out that he no longer had an interest in the Copacabana here, saying that he sold out his minority stock interest last year. His affiliation with Piping Rock, plush Saratoga Springs nitery and gambling joint, said Proser, was purely that of show producer. He had no stock interest in the establishment.

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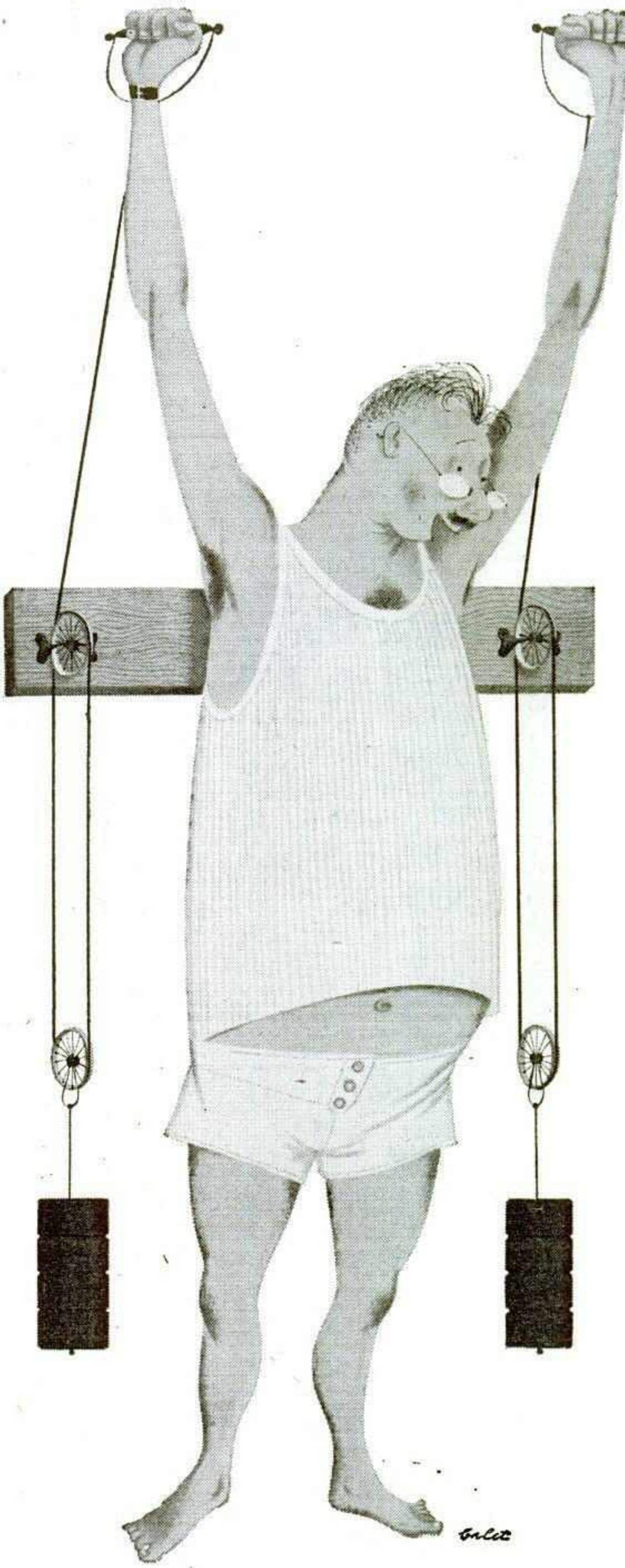

"My show's doing fine where it is... why switch to CBS?"

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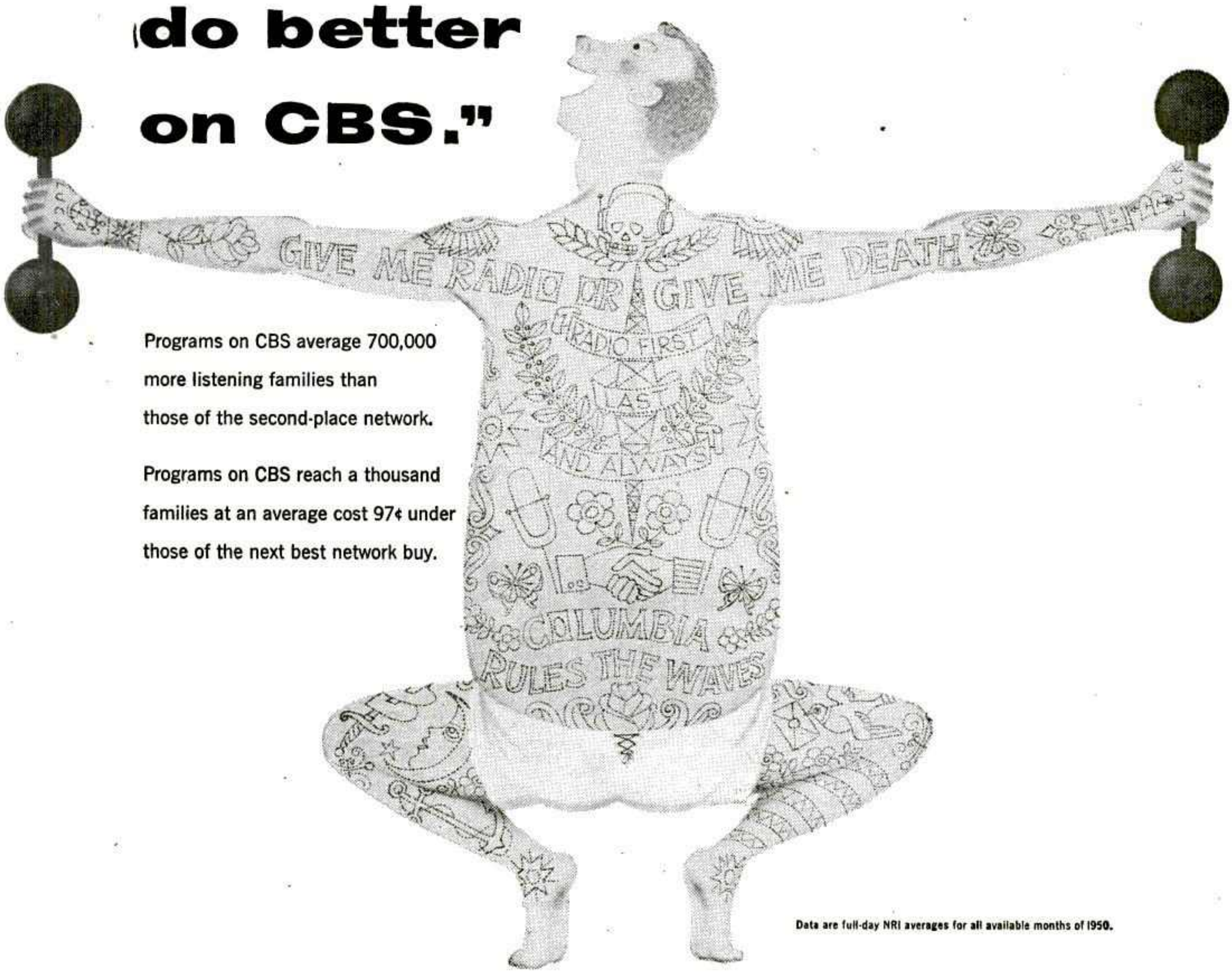
"Most shows do better on CBS."



Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under those of the next best network buy.

Data are full-day NRI averages for all available months of 1950.

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HWD. READY FOR VIDEO SPOTLIGHT COME CABLE

Nets Prep for Shifts as Showbiz Personalities Plan Return Home

By LEE ZHITO

HOLLYWOOD, March 24.—Hollywood will grab a place in the national TV sun this fall when the webs turn westward for more originations. Completion of the American Telephone & Telegraph link to the Eastern coax will find all webs shifting an increasing measure of the programing load to the Coast. Sylvester (Pat) Weaver, National Broadcasting Company program topper, spent this week here in initial huddles preparatory to shaping the fall show kick-off. Weaver expects web to take from three to four hours of Coast originations per week at the start, with increases to come later. At present NBC Hollywood feeds net only a half hour per week (Groucho Marx show).

Final selection of shows depends upon allocation of time between the webs on the relay link, Weaver said. However, he indicated former Coast sons now telecasting from New York are anxious to return to their California homes and their programs will be among the first to be moved here. Coast origination will also be used for TV personalities held here by pic commitments. This will result in *Colgate Comedy Hour* and *Four Star* splitting originations between coasts, majority falling to Hollywood's favor.

Time differences between coast's will force net to kine earlier telecasts for Coast airing later in the evening. Weaver feels kined shows will retain their element of immediacy in that they will be aired the same day, hence not affecting their audience appeal.

Weaver said fall will see Coast originations for Eddie Cantor, Dean Martin and Jerry Lewis, Ed Wynn, Jack Carson, Abbott and Costello, Tony Martin and Bob Hope, among others. Danny Thomas will be picked up from the Coast while here. Susan Peters will move here to film her soap opera strip, further adding to Hollywood's web contribution. While here, Weaver and right-hand man Fred Wile huddled with Norman Blackburn, who is in charge of net's Coast TV originations.

CBS's program topper, Hub Robinson, is due here next week for confab with Coast program chief Harry Ackerman, during which Hollywood's increased role in web originations will be discussed. Summer will be used to lay groundwork for fall kick-off. Number of CBS radio shows—*My Friend Irma, Life With Luigi, Rocky Jordan, My Favorite Husband*—will be converted to TV. Extent of CBS's use of Hollywood will be determined following next week's meetings.

ABC to date has led the other nets in number of Hollywood originations and (averaging approximately five hours per week) is awaiting allocation of relay time before its Coast-origination plans are crystallized. Dick Moore, net's TV Coast head, said originations will be stepped up considerably via the relay link and by web's TV film productions. Plans are presently in the hopper for web to engage in extensive video film production at its 23-acre TV center.

HUBBY IS DUE FOR SERVICING?

NEW YORK, March 24.—Kathi Norris, queen of Gotham's daytime video stanzas and the original TV shopper, this week serviced the 100,000th viewer to order a non-sponsored product thru her show. Miss Norris, who airs for an hour across the board on WNBT, has been filling orders for products she shows at no fee, even tho many of them have no connection with commercials.

The name of the historic customer is Mrs. Josephine Pericles, of Sunnyside, N. Y. Mrs. Pericles placed an order for a "lover's rolling pin."

CBS Preps Summer Pack for Wrigley

NEW YORK, March 24.—CBS is whipping up a package of summer AM sustainers for consideration by Wrigley. The bankroller last year spent a heavy chunk of dough for CBS warm weather sustaining programing. The CBS deal is to charge advertisers only the difference between the show's commercial and sustaining price as its program cost.

Meanwhile, CBS has received no final word from Chevrolet as to whether the motor company will purchase the web's *Here It Now* stanza. The heavy time and talent tab of the hour show is said to be mitigating against its sale.

General Foods To Drop Hoppy Video Stanza

Sponsor Believes Films Wear Thin; Captain Video Plans

NEW YORK, March 24.—General Foods will drop the *Hopalong Cassidy* video show next October, it was learned this week. The account has the series on NBC-TV and is committed until that time.

Principal reason for GE's bowing out is the fact that the number of *Hopalong* films comes to only around 40 and in many areas they've been shown three and four times. General Foods is said to have felt that this repetition might react against the show's advertising effectiveness, this being one of the reasons it bought *Captain Video* on DuMont some weeks ago.

Assumption of *Video's* sponsorship April 2 will also mark an all-out merchandising campaign built around the program. DuMont has farmed licensing operations to Sid Dubrof, who handled like chores on the Mutual *Bobby Benson* radio show. So far around 30 manufacturers have been signed, covering a wide range of apparel, toys and similar items. It is expected that some 50 manufacturers will be set by the end of the next month.

A number of department stores already have agreed to set up *Captain Video* "laboratories," simulating a scene from the show, and displaying the items licensed by the program, owned by DuMont. Columbia Pictures is also now shooting a 15-part serial based on the video show, and Fawcett is publishing a comic book.

Supreme Court Set for Session On Color Video

WASHINGTON, March 24.—Legal debate on color TV will reach a climax Monday (26) in oral argument before the Supreme Court. Interest in the case is expected to be heightened as result of the Federal Communications Commission's release of its new proposed TV allocations plan here this week (22), almost on the eve of the high court session.

Counsel for each of the protagonists in the color TV case will take two hours for argument before the Supreme Court which, in apparent recognition of the complexities of the case, has allowed double the time usually alloted fo such arguments.

Among deeply interested spectators expected in the courtroom will be Board Chairman David Sarnoff, of Radio Corporation of America, and Prexy Frank Stan-

(Continued on page 15)

DJ's Anti-Trust Aces Eye Web-NCAA Row in Grid TV

• Continued from page 1

pick-ups okayed by that body. He also sent a communication to President Walter K. Draft of the Oklahoma University Athletic Council, asking Draft for any information on the subject. The Justice Department official went into action after receiving a complaint from Oklahoma State Sen. George Miskovsky, who recently sponsored a bill which would compel the university to permit TV. The bill did not pass.

The webs, in turning down two NCAA proposals for partial lifting of the video blackout, expressed fear that acceptance of the plans might cause the Justice Department to feel that the webs collectively conspired with NCAA in restraint of trade. NCAA had said it would supply a package of 20 grid games which the webs would have to take in toto, involving only one home contest for any one college. The webs demanded the right to negotiate individually with any school for any number of games.

Accepting Bids

The NCAA, in letters inviting the webs to this week's meeting, indicated it would accept bids in behalf of the 20-game package. At the sessions, web representatives asked point blank if NCAA was acting as bargaining agent for the schools. This proved a touchy point, but NCAA execs said they merely intended to pass the offers on to the colleges involved.

Technically, the two plans offered by NCAA also proved completely unacceptable. The first plan would have network A carrying an Eastern game to its Midwest affiliates, while network B carried a Western game to Eastern outlets. The following week they would switch regions. During these two weeks networks C and D would carry no football. The third and fourth week would have webs C and D working the same way while A and B were dark. This switching arrangement would continue all season.

The second plan would be similar to the first, except that networks A and B would carry games the first five weeks of the season while networks C and D were dark, and C and D would work the last five weeks.

Called Unrealistic

Both plans were regarded as unrealistic because of the difficulties inherent in clearing the cable even for simple arrangements. Also lack of continuity is a negative factor, and inflated costs of cable, pick-ups, etc., would result. NCAA said it would see that the cost of rights would not be multiplied because of the switching deal, but the webs remained cool, holding that rights are only one part of total costs.

Final result was that each web was to submit its own proposal to NCAA, to be presented by the steering committee to the full TV committee which meets April 6 in Chicago. Feeling is that the webs will stick together in demanding the right to deal with any school for any number of games. NCAA, if adamant, can then hold to its ban, or offer a new plan on a take-it-or-leave-it basis, or permit schools to dicker with webs for a limited number of games.

It is virtually definite that there is no chance of unlimited TV coverage in 1951. NCAA already has indicated it will black out certain areas for games aired in order to check the effect of video on attendance. The National Opinion Research Center, of Denver, has been contracted for this assignment.

Earl Wilson Chesty Over TV-AM Dicker

NEW YORK, March 24. — Frank Cooper Associates is preparing three packages starring Broadway columnist Earl Wilson. One is a late evening quarter-hour TV series titled *Working With Wilson*. Another show of the same name is being prepared for AM. Latter, however, may be a one-hour package.

A third vehicle, titled *Earl Wilson's Little Revue*, is also in preparation. This would be a 30-minute AM-TV package. Format, chiefly variety, would include a panel of kids and teen-agers who are junior journalists (school papers, etc.). Panel would interview guest celebs appearing on the show.

Beatrice Lillie In TV Encore

NEW YORK, March 24.—Frigidaire this week exercised its option on Beatrice Lillie for another TV show this season. The English comedienne did her first show for the advertiser Sunday (18).

Agency is Foote, Cone & Belding.

Car Supply Fades, Olds Drops Show

Levenson Stanza Successful But Ad Revenue in Nose Dive

NEW YORK, March 24.—Unusual development of a sponsor canceling a successful show—against his own wishes—occurred this week when Oldsmobile dropped the Sam Levenson stanza on CBS-TV. Tintair (Bymart, Inc.) will take the show over when Oldsmobile bows out.

The Olds division of General Motors was forced to cancel because of the shortage of cars. The program was supported by Olds dealers, who are assessed fixed sums for each car delivered to them for advertising purposes. With deliveries slowing down, appropriations needed to continue the show aren't available.

Olds curtailment highlights the growing tendency of auto manufacturers to retrench on advertising (*The Billboard*, February 24). Previous cancellations include Nash, bowing out of the *Airflyte Theater;* Packard cutting its *Holiday Hotel* buy in half, extensive cuts in spot TV by Chevrolet, Chrysler's cancellation of a projected CBS series and *Treasury Men in Action* on ABC-TV, and Hudson's forthcoming departure as sponsor of Billy Rose's dramatic series on ABC-TV.

Olds, so far, is continuing with Douglas Edwards' nightly news show on CBS-TV, showing going only to a limited six-station network.

Wild Bill Now Rides Mut. Radio Range

NEW YORK, March 24.—W. K. Kellogg Company, Battle Creek, Mich., will sponsor *Wild Bill Hickok*, a weekly serial, over the Mutual network beginning April 1. The show, which features Guy Madison and Andy Devine, will plug Kellogg's new cereal product, Corn Pops.

The new time buy makes Kellogg Mutual's top advertiser, with a total of three and a half hours a week on the web (*Mark Trail*, Victor Borge, Clyde Beatty).

The *Hickok* Western, a William F. Broidy production, will be aired from Hollywood. Sunday time slot puts the new show into Mutual's high-rating children's block.

Kellogg's annual gross billings on Mutual now are in the neighborhood of $3,000,000.

KTHT GAMES TO TRADES GROUPS

HOUSTON, March 24.—The five American Federation of Labor unions here and the Houston Trades Council, comprising carpenters, electrical workers, painters, pipe fitters, plumbers and all building trades has signed a contract with KTHT here to broadcast all the exhibition games of the Houston Buffs in the Texas League, the Mutual network Game of the Day, and a nightly sports round-up following the baseball game.

Leal Passe will call the plays for the local games, while Al Helfer will announce the major league contests.

PHILCO COLORS NBC'S EGG

Web Dumps Nash as Easter Angel on Texaco's "Foul"

NEW YORK, March 24.—National Broadcasting Company TV almost took a lacing this week on the special hour-long Easter Sunday show it scheduled to star Milton Berle. Nash Autos, which had signed to sponsor the program, had to bow out abruptly when Texaco, Berle's regular sponsor, protested, on the ground that the Nash commercials were based entirely on the Grand Canyon economy test, a promotion for Mobiloil, a leading Texaco competitor. What saved NBC's investment was a last-minute sale to Philco.

Nash signed the special Berle show for the express purpose of plugging the Grand Canyon episode and notified its dealers some weeks ago. The fact that Mobiloil was involved, even tho it was not going to be mentioned, socked NBC in the chops Monday (19) and a meeting with Nash execs and the Nash agency, Geyer, Newell & Ganger, was called for Tuesday.

After some palaver it was decided late Wednesday that Nash would have to bow out. The auto firm notified its dealers accordingly, and NBC was in the position of almost collecting a hole in the head. Berle's salability, however, is indicated in that a few hours after the web's TV sales staff started phoning around, Philco moved in. Price was cut considerably from what Nash was going to pay, but the figure has not been revealed.

Berle's regular show for Texaco will take a 13-week recess after the June 12 telecast. NBC-TV has no replacement for the show yet.

NEW "JOB" FOR BEULAH

CHICAGO, March 24. — Music machine operators were not aware of it, but some of the highest priced barmaids ever to dish out a Scotch and soda served them at Fran Allison's midnight cocktail party here Tuesday. Event took place at the Civic Opera House Lounge after ops had viewed MGM's *Royal Wedding* at a private showing.

Lone waitress was swamped when ops overflowed the spot, but Beulah Zachary, producer of the *Kukla, Fran and Ollie* show, along with her secretary, Gloria Fox, and Mary Dornheim, Burr Tillstrom's secretary, pitched in to take orders and help make Fran's party a success.

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International 'Big Show' Due Back in Fall

NBC Plans Return Via London and Paris As Tandem Package

NEW YORK, March 24.—'Twas all a misunderstanding. NBC this week said that *The Big Show* not only is not canceled, as per the story in *The Billboard* last week, but will return with a bigger splash than ever. This is regarded as good news for radio generally, inasmuch as the fortunes of *The Big Show* are regarded as tied closely with those of AM as a competitive medium.

The web currently is planning an *International Big Show* for the first two weeks, at least, after its return next September. The autumn preem is slated to originate in London, with the second stanza to come from Paris. Veep Bud Barry is likely to make the trip abroad some time this summer to handle talent negotiations.

The London show, in all probability, will feature Sir Laurence Olivier or someone of his caliber and will be rounded out with a group of basic British acts. The Paris stanza most likely will be built around Maurice Chevalier, with some big-name Gallic talent worked in.

The third fall *Big Show* is slated to air from New York. Hollywood would be the originating point for the fourth stanza. The web will make a big drive to sell out the show before it resumes, and it likely will again be part of the "tandem" operation.

Don Lee P.M. Job Given to Hurley

HOLLYWOOD, March 24.—John Hurley this week jumped from Don Lee's public relations department to the regional net's program manager's post. He replaces Carlton Adair. A former tradepaper reporter, Hurley joined Don Lee in the fall of 1948 as assistant to stations relations Veepee Pat Campbell, moved briefly to the nets sales service department and then into its flackery.

Hurley takes charge of the department April 9.

Post had been held by Adair for a year and a half.

AYER TIPS 'HOW' OF VIDEO PLUG

PHILADELPHIA, March 24.—To celebrate N. W. Ayer & Company's 10th year in commercial television, the local agency opened an impressive educational exhibit in its Ayer Building here yesterday (23) to show in the minutest detail what goes into the making of a TV commercial. Ayer's first TV commercial was for the University of Pennsylvania football games sponsored by Atlantic Refining Company over WPTZ here and at a time when there were only 700 receiving sets in the city.

The exhibit includes photos of backstage work, preliminary sketches and scripts, story board, voice tracks, cue sheets, music manuscripts and all other elements to dramatize the fact that dozens of individual and special skills go into the making of a commercial. Exhibit will continue thru the month of April and then probably be sent to other Ayer offices for similar display. Feature of the exhibit will be the production of a one-minute commercial cartoon from beginning to end.

N. Y. Tele Uses Over 3,000 Actors Wkly., Still Not Peak

• *Continued from page 1*

job source for actors. Actually, inasmuch as New York stations are still not operating full time in the daytime, it means that as they expand these operations, employment of performers will go up considerably.

Far Over Others

It is believed that, at its peak, radio in New York offered no more than 2,000 jobs weekly, and probably fewer than that. It is believed that in metropolitan New York there are only 150 niteries using live talent, and this total comes nowhere near the video total. The weekly employment in legit fluctuates considerably, especially in summer, but it, too, does not add up to video's figure.

The rapid increase in performer employment is posing, in turn, a growing problem for TVA. This arises from the difficulties in policing producers to see that the recently signed TVA code is adhered to. There is no question about producers following the wage scales set up by the TVA code, since all of them are doing so. Rather, it is a question of working and rehearsal conditions. It is claimed that very few directors have been able to plan their rehearsal schedules, for example, so as to conform to the TVA provision of a half hour rest between dress rehearsals and telecasts.

Not only is TVA handicapped by a shortage of personnel—no attempt has been made to build a staff, since negotiation of a contract was the first objective and this has just been concluded—but is handicapped also by questions as to the power it actually has to undertake the policing necessary. TVA does not regard itself as a union, but as an authority representing other live talent unions. This then raises a fine question as to whether, as an authority, it can assume the function of a union by undertaking to police employers.

NBC Whipping Up 'Boss Lady' for TV

NEW YORK, March 24.—National Broadcasting Company has commissioned Bob Mann to produce a TV film titled *Boss Lady*. Network underwrites the cost of the production, in exchange for which NBC has first refusal rights.

Network is considering *Boss Lady* for a 30-minute series.

KNBH Shuffle By NBC Sees Execs Go Net

HOLLYWOOD, March 24.—After dust settled following NBC's shake-up of KNBH, nearly all personnel ousted from KNBH were reabsorbed by the net. Albert V. (Bud) Cole was named station's program director, replacing Bob Brown. Brown, however, was assigned by NBC's Pat Weaver to supervise production of the net's navy documentary series covering the Pacific fleet's operations during the last war. Brown was operating officer of the U. S. Navy photographic center at Anacostia during World War II and worked on the navy's film reports and training films.

Also switched to the network was the station's senior producer-director John Gaunt, who moves to New York where he will spend eight weeks this summer aiding in preparation of the net's Hollywood originating program fare this fall, and will then return to the Coast. In the meantime, he was granted a three-month leave of absence to complete 65 episodes of *Cyclone Malone*, series now being filmed at KTTV's Consolidated Film Corporation. KNBH Director Ed Sobel also moved to the net. He will hop to New York and then be stationed here when NBC starts rolling with Hollywood originations.

NBC Preps 4 Comedies, 2 Musicals, 1 Whodunit as Summer Replacements

NEW YORK, March 24.—Headlining the summer shows scheduled for NBC this season are Rex Harrison, Louis Calhern (if negotiations are successful), Charles Coburn, Gordon Jenkins and the Weavers and Phil Baker's ex-stooge, Harry McNaughton. Radio Program Veep Bud Barry is adding four comedy shows, a couple of musical stanzas and a new mystery seg.

Barry said this year's replacements will carry commercial price tags running on the average about $2,000 below last year. The tougher radio sales market also is indicated in the drop of the tandem plan's price from $30,000 to $20,000 per week for the summer.

The 5 p.m. Sunday slot will get Rex Harrison in a new whodunit, an adventure series titled *The Private Affairs of Rex Saunders (The Billboard*, March 24). Hy Brown will produce, and the series will be taped prior to Harrison's departure for Europe for a film commitment this summer.

Gordon Jenkins and the Weavers will occupy the 5:30 to 6:30 p.m. time with a comparatively big-scale musical show. The following 30 minutes will get *Now Hear This*, dramatizations of navy adventures with recruiting messages.

The Quiz Kids will go into the 7 p.m. Sunday slot and will oppose CBS's Jack Benny until the comic takes his vacation. A special series commemorating NBC's anniversary will air from 7:30 to 8. Staying on for the summer is *The $64 Question* at 10 p.m. Joel McCrea in *Texas Rangers* will go into the 9:30 p.m. Sunday period.

The *Boston Pops* will stay put in the 10 to 11 p.m. time Monday and will continue as part of tandem. Barry currently is negotiating with Louis Calhern to star in a series about famous Americans slated for 8 p.m. Tuesdays, replacing *Cavalcade of America*.

A probable entry on Wednesday is titled *Pete Kelly's Blues*, tagged as one of the most unusual mixtures of music and drama yet tried. Setting is a speakeasy in Kansas City during the '20s, with musicians, bootleggers and gangsters in the spotlight, along with liberal portions of hot jazz. Production supervisor is Richard Breen.

On Thursday nights the plan is for *Junior Miss* to move into the 8 p.m. slot vice *The Aldrich Family*, and for Charles Coburn playing Gramps in *You Can't Take It With You* to replace Robert Young's *Father Knows Best* in the 8:30 period.

Friday still is not all set as yet. *Duffy's Tavern* is skedded to wind up its season May 4. Monte Woolley's *Magnificent Montague* will switch from Friday to Saturday as part of tandem, while a reverse switch brings *Man Called X* into the Friday line-up. Harry McNaughton's new comedy, tested once last year, will get the 8 p.m. Saturday slot preceding Woolley, making Saturday basically a comedy line-up for the summer.

Bradley, Coy To Speak At NARTB Convention

WASHINGTON, March 24.—Chairman Wayne Coy, of Federal Communications Commission, and Gen. Omar Bradley, chairman of the joint chiefs of staff, will be main speakers at National Association of Radio and Television Broadcasters in Chicago April 15-19. General Bradley will speak April 17. Coy will address a luncheon April 18.

Coy will review the new TV allocations table and will continue the side-by-side role of radio and TV in months ahead. General Bradley, in a 15-minute talk, will discuss European developments and will talk subsequently off-the-record on Korean developments. There will be a question-and-answer period. His formal talk will be taped for rebroadcast by individual stations.

Workshop panels have been arranged on a wide variety of industry problems, according to Eugene Thomas, WOR-TV, New York, convention committee program chairman. Sessions will be held on sales, FM, legislation, manpower, sports broadcasting, research, labor management relations, materials and taxation. Members of the NARTB board will serve as panel chairmen.

Curtiss B. Plummer, chief engineer of the FCC and a representative of the air defense command, yet to be named, April 16 will discuss FCC-military plans affecting broadcasters during the emergency. This discussion will augment information to be given to broadcasters at a special defense meeting called in Washington for Monday (26).

List Other Events

On April 17 a special labor-management panel will be staged. Participants will be Lawson Wimberly, executive assistant to the international president, International Brotherhood of Electrical Workers; A. Frank Reel, executive secretary, American Federation of Radio Artists; Phil Lasky, vice-president of KSFO and KPIX, San Francisco; Ernest De La Ossa, director of personnel, National Broadcasting Company, and Richard P. Doherty, director of employer-employee relations, NARTB.

On April 18 research men will constitute a panel discussing all research aspects of the industry. Participants will be C. E. Hooper, of C. E. Hooper, Inc.; A. C. Nielsen, of A. C. Nielsen Company; James W. Seiler, American Research Bureau; Sydney Rostow, The Pulse, Inc., and Kenneth H. Baker, director of research, NARTB. Henry J. Johnston, of WSGN, Birmingham, and chairman of the board of Broadcast Measurement, Inc., also will take part in the discussion.

Thursday, April 19, will be devoted to television, when Robert D. Swezey, WDSU-TV, New Orleans, and Harold Hough, of WBAP-TV, Fort Worth, will serve as co-chairmen. Opening ceremonies for the entire meeting will take place at 2 p.m. Monday, April 16, following the mobilization panel discussion Monday morning. Thomas will present "the story of NARTB," a brief slide-film description of the new and expanded association. Judge Justin Miller, NARTB board chairman, will speak.

Green East With 'Family'

HOLLYWOOD, March 24.—Mishel S. Green, prexy of the TV film company bearing his name, wings eastward next week with the first 15 episodes of his quarter-hour soap opera, *The Loving Family*. Green, who will arrive Tuesday (27) to screen the pic for ad agency reps and potential sponsors, has completed the first three weeks of the projected 52-week soaper. Plan is to sign a national sponsor rather than syndicate films.

UHF Bids May Get Action This Summer

WASHINGTON, March 24.—The Federal Communications Commission could start processing ultra-high frequency station applications this summer, in line with its allocations plan, it was disclosed this week. If that happens, television will really start rolling again.

Altho the dailies played up the FCC's allocations as another step toward the U. S. getting 2,000 TV stations, a more accurate figure is in the neighborhood of 3,500, as reported in last week's *Billboard*. The FCC, as anticipated, established 70 UHF, channels and 12 very high frequency channels, the latter all assigned, with 107 stations on the air and 300 applications pending.

However, of these 70 channels, only 52 figure in this week's allocations plan. The 18 open channels will account for another 550 assignments; another 800 or 900 frequencies may be dealt out in the more sparsely settled South and West. This means that to the 2,000 VHF and the UHF allocations revealed this week must be added the other 1,450 stations, a fact overlooked in most comment.

Hearings on the allocations will start here May 23, and some 300 industry representatives have advised the FCC of their intention to appear. It is impossible to estimate the effect this might have on the FCC's plan.

Of the 2,000 allocations, 209 have been set aside for educational stations, or 10 per cent. This was considerably less than the 25 per cent sought by Commissioner Frieda Hennock, who criticized this week's FCC action, noting that UHF equipment is not available nor is there any assurance it will be.

Ideal To Push TV Mail-Order Drive

NEW YORK, March 24.—Ideal Film Corporation this week signed Harry Schooler, premium admission passbook promoter here, to set up and handle a national radio-TV mail-order advertising campaign for the firm's Falcon cameras. Schooler, who is currently buying a sizable amount of radio-TV time here to push his own passbook operation, will launch the camera campaign over WOR-TV April 1 via sponsorship of four feature movies a week.

Plug time on all shows will be halved between Falcon and the passbooks, with Schooler hypoing his weekly $10,000 radio-TV budget to $15,000. The camera will sell for $3.98 and each buyer will receive a number of rolls of Ideal film free. Schooler, who has a guarantee order supply of 100,000 cameras, expects the latter gimmick to put the deal across in view of the current film shortage.

TINTAIR'S 4½-MIL KICK

Radio-TV Budget Tripled In Year; Video Pull Big

NEW YORK, March 24.—Tintair this week hiked its advertising budget to $4,500,000 a year with its newest purchase of a TV stanza, a sum that the advertiser believes to be the largest single bank roll currently put behind any one product in this country.

The rate of spending of the hair coloring product is even more impressive when it is considered that Tintair only began in business in the middle of 1950. Its initial advertising outlay was $1,500,000 a year then upped to $3,000,000 in January and now a 50 per cent hike has already been contracted for.

The client's radio and TV properties and their approximate costs for time and talent are the Sam Levenson show purchase on CBS-TV, 975G; the *Somerset Maugham Theater* on CBS radio, 600G; the hour-length of the same stanza on NBC-TV, $900,000, and a 15-minute segment of the Jack Carter program on NBC-TV, $550,000. The costs of the participation in DuMont's *Cavalcade of Bands* and its *Cavalcade of Stars* are not known.

Tintair's most potent selling pitch has been on TV and its continuing purchases in the medium is figured as a certain sign of the job that video has done for the new product.

And with the year not even half over, the client's agency, Cecil & Presbrey, says that Tintair has not finished its purchases on radio and TV.

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Variety —Feb. 28, 1951

8 P.M. on TV

Eight at night is gradually becoming top viewing time on a practically cross-the-board basis, as witness the curtain-raiser on NBC's "Saturday Night Revue" and the competing Ken Murray show on CBS; or again the NBC Sunday "Colgate Comedy Hour" with its competitive "Toast of the Town" on CBS; or yet again the Milton Berle Tuesday frolic, and the "Four Star Theatre" NBC Wednesday series. **AND NOW IT'S THE MONDAY AT 8 "SPEIDEL TIME" ON NBC, WHICH CAN TAKE ITS RIGHTFUL PLACE IN PERPETUATING THE "CREAM ASPECTS" OF THE 8 O'CLOCK TIME SEGMENT.**

An offshoot of the "What's My Name" oldie, "Speidel Time" has now been whipped into a fullblown comedy-music production under the expert directorial-production reins of Sherman Marks, with the slick talents of Paul Winchell and his Jerry Mahoney alter ego integrated into the overall quiz-entertainment pattern. Last Monday night's (26) show was par for the recent course, which means sock values. The Winchell-Mahoney dentist chair bit, the Al Schacht baseball buffoonery contrib (as the lead-in to a "What's My Name" poser), plus the variegated dancing-singing elements made for topflight video.

Rose.

"TOP-FLIGHT VIDEO!"

MONDAYS

NBC

Paul

WINCHELL

and

Jerry

MAHONEY

The Billboard:

"In Winchell, Speidel has a natural personality."

Ed Sullivan
(N. Y. News)

"Paul Winchell's TV series is a click."

Harriet Van Horne
(World Telegram and Sun)

"Paul Winchell, a top video star."

Tex and Jinx "Closeups"
(N. Y. Herald Tribune)

"Big league in Network television."

Latest Neilson Rating

35.1

Special Citation:
FIRST ANNUAL TV/ACADEMY AWARD

THE SPEIDEL SHOW

A Louis G. Cowan Production

•

Produced and Directed by
SHERMAN MARKS
Asst. by HAROLD EISENSTEIN

Comedy Material by
JAY FRANKLIN JONES
BUD BURTSON
PAUL WINCHELL

Music by JOHN GART

Sets by LEE AARONSON

•

Agency
SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

Management-Counsel

GOLDFARB, MIRENBURG & VALLON

RKO Building, New York

Public Relations
MARVIN KOHN

Booking
WILLIAM MORRIS AGENCY

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Television—Radio Reviews

The Gracie Fields Show

RADIO—Reviewed Thursday (22), 7:30-8 p.m. EST. Sponsored by Hobis Bread thru Colman, Prentis & Varley, via WMGM, New York. Produced by Towers of London, Ltd. Emsee, Bernard Braden. Star, Gracie Fields. Music, Billy Ternent and ork. Vocals, the Keynotes.

This English-produced half-hour stanza could very easily do the same job in 15 minutes and entertainment-wise even become stronger thru such concentration. This is no reflection on Gracie Fields, who sings in her usual style, but with only the support of an ork and a mediocre vocal group the 30 minutes starts to drag before it is half over.

Show caught started off with Gracie punching across *You Can't Get a Man With a Gun* in a bouncy manner. Her medley from Walt Disney's *Cinderella* was another highlight, but her *I Never Cried So Much in My Life* was a great deal less arresting. The Keynotes, a mixed unit, were handicapped by their material in the *Trek Song*. Their own lack of a distinctive "sound" didn't help either, as they seemed to lack the drive of American vocal groups. Billy Ternent and his ork furnished some smooth backing for the singers and impressed on a medley of pops.

The show's British flavor may militate against its acceptance by American listeners. While the music was mainly from the States, the few English tunes used were clinkers.

The Hovis Bread commercials stress the slimming quality of the product and should get the ear of the diet hounds.

Leon Morse.

Musical Playtime

TELEVISION—Reviewed Sunday (18) 12:15-12:30 p.m. Sustaining via WNBT, New York. Producer, Alan Handley. Director, John Chapin. Moderator, Leon Barzin. Demonstrator, Norman Greenberg.

Musical Playtime is educational TV pure and simple, but even tho simply produced has a large quota of entertainment for televiewers interested in the subject.

The show has a group of children gathered about a musician and his instrument while he instructs them, in an informal manner, in the art of playing it. Show caught had Norman Greenberg, a French horn player, demonstrate his music maker. The youngsters learned that loose lip work resulted in low notes, tight lip work the opposite; how the rotary valves were used, and that tone is controlled by the use of the hand in the bell of the horn. Naturally, none of the instruction was detailed enough to result in the development of any horn players then and there, but perhaps there was sufficient knowledge dispensed to create a desire to learn how to use the instrument.

Leon Barzin, well known for a similar style radio show on WQXR, here, was the emsee. His work was adequate but could perhaps be even more improved upon, if he worked more intuitively with the children. *Leon Morse.*

Committee on the Present Danger

RADIO—Reviewed Sunday (18), 9:30-9:45 p.m. EST. Sustaining via Mutual, New York. Producer-director, Arthur Feldman; speaker, Brig. Gen. William J. Donovan.

Committee on the Present Danger, a public service airer, presents some remarkably frank opinions about the current situation with Russia. The title outfit is a non-partisan, pro-American-armed-forces-in-Europe group, and the speaker, of course, conforms with this policy.

On the initial broadcast, Dr. Vannevar Bush, prexy of the Carnegie Institute in Washington, discussed "the atom bomb and the defense of the United States." The speaker on the show caught, Brig. Gen. William J. Donovan, referred to Dr. Bush's remarks several times during his own discourse on "unconventional defense."

Donovan, war-time head of the O.S.S., maintained that "our greatest ally can be the Russian people," and suggested the U. S. "put aside our own fear and create fear in the mind of the enemy." He described the present as "the time to integrate our unorthodox resources" and concluded that America "must be strong enough to compel peace." *June Bundy.*

Miss Susan

TELEVISION — Reviewed Wednesday (14), 3-3:15 p.m., EST. Sponsored by Colgate-Palmolive-Peet, thru the Esty Agency, via NBC-TV. Producer-director, Kenneth Buckridge. Writer, William Kendal Clarke. Cast: Susan Peters, Robert McQueeney, Katharine Grill, Natalie Priest, John Lormer.

Susan Peters was one of Hollywood's most promising young actresses a few years ago, when a tragic shotgun accident left her paralyzed from the waist down. Since then she has toured the country in *The Barretts of Wimpole Street*, and critics readily conceded that today she has more than fulfilled that early promise which brought her an Academy Award nomination for her performance in *Random Harvest* with Ronald Coleman.

In view of Miss Peter's marked acting ability, plus a sensitive clean-cut facial beauty and appealing sincerity, it's difficult to understand why the producers of this across-the-board series didn't come thru with adequate production and scripting. Admittedly, soap opera, be it TV or radio, must dwell in a never-never land plotwise, but it doesn't have to pursue its course at the leaden pace of this airer. In fact, the sudsers' everything-happens-to-me format usually sparks quite a whirl of emotional activity, if nothing else.

Unfortunately tho, *Miss Susan* has nothing to offer beyond the personal magnetism of its star. Miss Peters plays the role of a retired lawyer, confined to a wheelchair of course, who returns to her home town in the Midwest, only to find that an old family retainer has been arrested for stealing.

Unconvincing Palaver

All of this happened on Monday's initial airer, but Wednesday's show didn't move the action along much farther. In the main it consisted of a conversation between Miss Peters and the elderly housekeeper, during which the latter rolled her eyes around wildly in an unconvincing plea of innocence, and finally confessed her guilt in an equally unconvincing manner. Utterly unconvinced, of course, was Miss Susan, who will presumably delve deeper into the matter on future airers.

With absolutely no help from script or cameraman, Miss Peters was forced to do some eye-rolling herself at times in an effort to convey a bit of mute motivation. The lenser could well take a squint at the "hands" technique used on the Kefauver hearings for a lesson in how to inject an illusion of mobility, via a variety of dramatic close-up gimmicks.

Colgate's animated cartoons for Fab and Ajax Cleanser seemed more sprightly than usual, when contrasted with the show's static pacing. *June Bundy.*

Ada Leonard's Search for Girls

TELEVISION — Reviewed Friday (2), 10:30-11:30 p.m., sustaining over KTTV, Hollywood. Packaged by Don A. Davis. Directed by John Claar. Produced by George McCall. Announcer, Ed Reimers. Femsee-batoner, Ada Leonard and all-girl ork.

One of the more promising of recent show entries, Ada Leonard's hour-long quest for fem talent has what it takes to click. Miss Leonard, in the dual role of femsee and batoner, handles her tyro charges and the ork with a gracious and knowing hand and projects a warm personality.

In addition to Miss Leonard's individual appeal, the debut show packed plenty of eye appeal in the way of telegenic contestants who displayed better than average talent.

Show is effectively staged. Use of ornate Earl Carroll's theater-restaurant as an origination point adds gloss. For each number performers are spotlighted while stage and ork are blacked out, thus providing a third-dimensional effect. Overuse of the double-image device tended to water down its effectiveness and the pace will have to be hypoed considerably to keep the seg from buckling. Sharpened patter will spice proceedings.

Lee Zhito.

Your Pet Parade

TELEVISION—Reviewed Sunday (18) 4:30-5 p.m. EST. Sponsored by the Ralston Purina Company thru the Gardner Agency via ABC-TV. Producer, John Nelson. Director, Ed Leftwich. Music, Ivan Ditmars. Emsee, Bob Russell. Clown, Billy Barty. Guest, Felix Adler.

Altho *Your Pet Parade* has considerable TV potential, its basic premise needs to be considerably extended and exploited to cash in on its natural draw— the kids. On the basis of the show viewed, however, it presented a mere minimum of entertainment which leaned far too heavily toward clumsy cuteness. Additionally, the stanza is handicapped by show-stopping, time-consuming, repetitive commercials.

Only a trio of children were seen. One fearsome three-year-old exhibited—or should it be said was exhibited—a mutt; another, a five-year-old girl, had her monkey on hand and the third, a lad of 11, showed an uncooperative parakeet which tried to bite the hand that fed him.

Of the three, the monkey owner won the award because her pet ate a banana, said to be something in the nature of a miracle where monks are concerned, and also because of the tot's vocal talents on a whipped up version of *Humpty Dumpty*. The show also donates a puppy to the child writing the most interesting letter as to his need for one.

This is manifestly kindergarten TV. Undoubtedly it won't even register on those youngsters to whom it should appeal. Anyone who has had a dog or has been acquainted with animals knows there's more to them than tricks. More important, perhaps, are stories about relationship to their dogs. Perhaps this might not be TV, but at least, it would be genuine, and not phonied up as this program is. And some ingenuity could make it TV.

While Bob Russell has been more than adequate as an emsee on other assignments, his particular brand of "gee whiz" cuteness is not what this show needs. It should get itself an emsee that knows children and knows animals.

Ralston at every and any opportunity, plugs like mad.

Leon Morse.

The Buster Crabbe Show

TELEVISION—Reviewed Tuesday (13), 5:30-6 p.m. EST. Sustaining via WOR-TV, New York. Producer, Bob Bundy in association with Buster Crabbe; director, Mende Brown. Star: Buster Crabbe.

This combined live-film half hour Western strip shapes up as a potential commercial bet after further shaking down. Its strongest and longest section is the film segment which uses old but fairly interesting oaters starring Buster Crabbe, who is also on hand for the live proceedings. The film, of course, could not be shown in its entirety, but was cut as the suspenseful action was nearing a climax.

Most in need of ingenious production ideas is its live portion. Crabbe does nothing more than answer a few letters for pictures and dispense some information on the West, horses and cowboys. This segment is reminiscent of *Chuck Wagon*, now on WCBS-TV here, and will have to offer the young televiewer substantially more if it is to attract his attention.

Leon Morse.

Gay Paris Music Hall

RADIO—Reviewed February 21. Sustaining via French Broadcasting System. Producer-director, Nicole Robert.

Gay Paris Music Hall, French Broadcasting System-sponsored variety show, could be developed into a first-rate half-hour sustainer. The program caught, however, showed the *Music Hall* still suffering from a rather careless selection of talent to back up the weekly "star attraction," as well as over-all clumsy management.

The featured entertainer on this show was Bourvil, top local vaude comic and singer. Using the show to plug his own musical, he did

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Kreisler's Band Stand

TELEVISION — Reviewed Wednesday (21), 8-9:30 p.m., EST. Sponsored by Jacques Kreisler Manufacturing Company, thru Hirshon Garfield, Inc., via ABC-TV. Producers, Dick Gordon and George Foley; director, Perry Lafferty; sets, James McNaughton; emsee, Fred Robbins. Premiere band, Benny Goodman. Guests: Peggy Lee, Mel Torme, Sinclair and Spaulding.

The problem of presenting popular dance bands on video has been one of the medium's tougher nuts, and from the preem featuring a band led by Benny Goodman, the new Kreisler series contributes exactly nothing to cracking it. Blame it on poor planning, slipshod production, grade-school writing—any combination might have been responsible. Poor BG and Fred Robbins, a personable young disk jockey who gave the emsee chore a real college try, were the heavy losers.

The show failed doubly: First, what was planned didn't come off; second, it shouldn't have been planned that way. Let's take the second thing first.

The program had Goodman crew—a fabulous collection of swinging demons according to the reports that filtered out of the rehearsals relegated to backing Peggy Lee on the old arrangement of *Why Don't You Do Right*, playing a desperate show arrangement of *Isn't This a Lovely Day* for a tepid dance team, backing Mel Torme on *You're Getting To Be a Habit With Me* and finally, getting down to business with *Gotta Be This or That*. Only the show ended after about 16 bars of Goodman's vocal. Why, since BG made his great and deserved reputation as the king of swing, didn't they have him and the boys swinging? The classic record numbers ran about three minutes per. The program could easily have utilized tunes like *Sing, Sing, Sing; Don't Be That Way, Swingtime in the Rockies, Camel Hop* or any of a dozen other instrumentals.

Robbins' chatter was keyed on nostalgia, the great old days when Benny was the boss, and logically, therefore, the show should have featured the boss's chief commodity—swing instrumentals. A gesture was made in this direction with a sextet go on *After You've Gone*, and a trio with Benny, Teddy Wilson, and Torme on drums doing *China Boy*. Torme sang great on *Getting To Be a Habit*.

As to how things ran, they ran badly. Robbins' exchanges with Goodman, Torme and Miss Lee were confused, irrelevant and nervous, as tho for some reason the book was thrown out the window at the last second and the participants were told to ad lib. Commercials came in inexorably in the middle of bits, and the timing of the numbers was off.

In scattered spots, where Goodman managed to get loose, he blew some good clary; Miss Lee looked and sounded as fine as could be, and Torme did a grand job on his vocal turn. It was obviously a case of top talent misused. Next week Cab Calloway and Ella Fitzgerald. *Jerry Wexler.*

Hey Taxi!

RADIO—Reviewed Friday (16), 9-9:15 p.m. EST. Sponsored by League of Mutual Taxi Owners via WFDR, New York. Producer, Guy Wallace; director-announcer, Glenn Adams.

This is strictly a man-on-the-street interview show. And while it would not ordinarily call for a dial-twisting by the average listener, the station and the sponsor, League of Mutual Taxi Owners, have cooked up a promotional gimmick that should have plenty of FM set owners listening to the stanza.

As entertainment, the 15-minute spot is capably filled with small talk by average passers-by on any street in New York. The segment caught had announcer Adams questioning people on the Senate crime hearings, spring fashions for women, civilian defense, high prices and physchology. Apparently two interviewees were "planted" in order to aid the pitch for an increase in taxi fares. LOMTO is an organization of some 3,000 hack men who own their own cabs. The promotional device calls for each driver to hand riders a card plugging the weekly show.

Joe Martin.

15 With Tina

TELEVISION—Reviewed Monday (5), 2:15-2:30 p.m. CST, Monday, Wednesday, Friday. Sponsored by Thomas W. Garland, Inc., via KSD-TV, St. Louis. Produced by Russ Severin Television Productions. Director, Ted Wescott; writer, Don Herbert; sets, Tom Blaizer. Cast: Tina Aiken, Betty Beal, Mathilda Leimkuehler, Keith Carver. Guest: Perry Rathbone.

This initial offering, scheduled for 52 weeks on St. Louis' only TV outlet, appears to be a shotgun wedding of a fashion review and a soap opera. When dealing with fashions it was fair video, but it slipped on the soap. Most refreshing, however, was the commercial. The sponsor, a woman's specialty shop, got in its plug by having it part of the story line.

The drama, to use the term loosely, was set in the office of Tina Aiken, a fashion reporter who in real life is the sponsor's advertising manager. The story opens with Connie (Betty Beal), one of Tina's artists, bumping into a free-lance artist named Randy (Keith Carver) as he enters the office. Within a few minutes they are making plans to sketch together on the river bank—and as every soap opera addict knows, this undoubtedly will ripen into a romance that should carry thru the show's 52 weeks.

With this bit of play-acting out of the way, the show moved on to its real purpose when a model entered to display to Tina and her office major-domo, Mrs. Holmes (Mathilda Leimkuehler), a squirrel scarf for a newspaper ad. In discussing the beauty of the fur piece as the model pirouetted in front of the cameras, they got across the commercial in an easy-to-take dose.

Exit the model and enter the day's guest, Perry Rathbone, director of the St. Louis Art Museum, who ostensibly dropped in on Tina for a friendly chat. He described the museum's current offering, the touring Vienna art treasures, and in so doing was much more at ease than the professional actors.

The show was somewhat disjointed, but it holds promise. It will be interesting to see whether the oft-attempted effort to put soap opera on television is successful in this case. *Abie Morris.*

Bill Shadel and the News

RADIO—Reviewed Sunday (4), 3-3:15 p.m., EST. Sponsored by Sterling Drug thru Dancer-Fitzgerald-Sample, Inc., Via CBS, New York. Commentator Bill Shadel.

This 15-minute seg is paired with another show, *News Analysis With Larry LeSueur*, making up a half hour of complete news coverage, both global and national.

On the show caught Bill Shadel was pleasantly clear-voiced and handled his straight-reporting assignment in suitably impersonal fashion. His rapid-paced rundown on current events included concise accounts of happenings in Korea, Western Europe, Morocco and the home front.

The program's brisk factual air was correctly geared, via contrast, to give *LeSueur's* more leisurely paced and detailed analysis the proper build-up. Commercials concentrated on the merit of Sterling's Phillip toothpaste.

June Bundy.

TV Fire Fighters

TELEVISION—Reviewed Saturday (10), 10:30-11 a.m., EST. Sponsored weekly by district Red Goose shoe dealers thru Henri, Hurst & McDonald, Chicago, on Crosley TV network—WLW-T, Cincinnati; WLW-C, Columbus, O., and WLW-D, Dayton, O. Property of William F. Holland Agency, Cincinnati. Producer, John Morris. Cast: Charles Black, Bob Kappas and guests.

Crosley television deserves accolades for this one which combines a highly entertaining sales vehicle for the sponsor with public service in helping to prevent the juvenile contingent from becoming unwitting arsonists.

Charles Black, in the role of fire chief, emsees the show which originates in one of the three towns in the web at regular intervals. He works enthusiastically and keeps the pace fast—a necessity if it is to hold moppet eyes. Giving him top-notch comedy support are Cyril Fenner as Brimstone, a former circus clown who works in

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Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Dorsey Connors' Shopping Adventures

Reviewed Thursday (22), 10:10-10:15 p.m. CST, via WNBQ, Chicago

Dorsey Connors has a five-minute show tucked in between WNBQ's weatherman and news shows. This program sped by, with Miss Connors plugging *TV Forecast* magazine (which carried her picture on the cover), showing how to tell a raw egg from a hard-boiled egg without looking inside (the one that spins better is hard-boiled) and pitching for an Easter gift of a savings account with her sponsor, First Federal Savings.

All this didn't add up to much, but Miss Connors did an excellent selling job. She had dignity without being stuffy, and was friendly without being forward. Her sales talk for the savings account seemed an ideal method for a money institution to get an effective sales message across without unbending too much.

Miss Connors started her show sustaining five nights a week last fall, and now has a different sponsor each night. The five minutes could easily seem little more than a long commercial, but she has skill enough to make the whole show seem like a friendly chat, which just incidentally mentions the gents who pay her salary. Production costs are low, and it all adds up to an excellent piece of commercial television.

Jack Mabley.

Bride and Groom

CBS-TV, Thursday (22)

This telecast of an actual wedding was chiefly notable for the remarkable savoir-faire displayed by the bride and groom before the ceremony. At a moment when most couples would be a trite but traditional "bundle of nerves," this pair coolly told emsee John Nelson all about their first meeting on a blind date and even engaged in a bit of amateur histrionics to illustrate their "first spat."

The only nervous member of the wedding party was Nelson himself, who appeared a bit unnerved, albeit relieved, about the unnatural state of affairs. Both the bride and groom were telegenic, reflecting what seems to be the producers' booking policy that all bridal couples be beautiful.

In view of the two major participants' self-assurance, this particular telecast was happily devoid of most of the embarrassment attending other airings of the series, tho lacking a certain spontaneity of the latter.

The wedding loot was ticked off in a business-like way with a plug for every gift-bearer and a close-up climax of the wedding ring in a box plainly labeled "Keepsake."

A more than slightly sacrilegious air hovered over the entire affair, but housewife listeners evidently go for the ceremonies, commercial or no. To his credit, emsee John Nelson handled his host role with a minimum of bad taste, even managing to inject a sincere note into his post-ceremony exclamation, "What an ecstatic moment!"

Hudson Napkin commercials were much improved over previous spots caught, featuring a visually appealing comparison between a real rose and one fashioned out of Hudson paper products.

June Bundy.

Walter (Fats) Pichon

Reviewed Thursday (22), 11:20-11:30 p.m. CST, via WENR-TV, Chicago

WENR-TV brought Fats Pichon up from New Orleans to bolster its late-evening hours. Fats is a jolly man who plays a strange combination of commercial and New Orleans piano, and sings. The show is one of a block on WENR-TV that bucks Jerry Lester, and is sustaining.

On show reviewed Pichon did four numbers, with vocals in each. There was a slight effort to dress up the show with a couple of young people, unbilled, coming up to this piano to request numbers.

Pichon has a good TV personality, but the show badly needed a twist to hold it together. A natural would have been for Pichon to reminisce about New Orleans jazz or musicians. Even a brief interview would have added some punch. The station's apparent objective of putting on a musician who can hold a show together with only straight singing and playing is commendable, but as Pichon's show now stands it is merely a pleasant 10-minute filler.

Jack Mabley.

TV Talent and Show Tips

Fem Comic

Dorothy Greener, comedienne, current at the Blue Angel, N. Y., shows plenty of what it takes to make a good TV bet. The gal has interesting features that should prove telegenic. As a comic she showed ability, timing and imagination. Her material is based on sharp caricatures of English prima donnas, roller derby skaters, cheer leaders and assorted other characters. Some of the material is perhaps a little too subtle, but should register with adult audiences.

B. S.

Cairo Click

This is a "file and watch-for" tip. Amin Brothers, two good-looking husky Egyptian lads, have an act that should be of interest to American talent buyers. Tho basically a Risley act, boys have one trick that is entirely new to American viewers. Understander tosses topper from a prone position. Latter does a double somersault, is caught in a foot to head catch and holds position for 30 seconds.

Act, currently working Cairo, Egypt, opens at the Lido, Paris, mid-April, will play there for about a year, but is a cinch to hit U. S. eventually.

B. S.

Solomon Gideon

A young Negro lad, who works with a cute Negro dummy, Gideon, looks and sounds like a coming ventriloquial star. Only a little over five feet tall and looking younger than his 19 years, lad is currently at the Old Knick Music Hall, New York, where he strolls among the tables to entertain customers with personal chatter done in an extremely tasteful manner. Tho Gideon needs some material and a little more work, he could ably fill a spot on a variety show or serve as good interview material. Act is billed as Big Joe and Little Joe.

J. M.

Gay Paris

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the title tune, *M'sieur Nanar*, followed by *Daddy Played Trombone*, a comic routine in which he sang and blew a few blasts on an old horn, and finally a parody on a Strauss waltz. Acting as tho he were at a recording session rather than doing a live show, Bourvil made little attempt to pull laughs from the small Music Hall audience and, altho the routines were amusing on the air, the gag pauses sounded like embarrassed silences. The fault was not all his, however; the show is done in an impossible studio, with about 40 folding chairs jammed in one corner for the aud, and there is a constant racket.

Lesser Lights

As is customary, the star was preceded by three lesser-known Parisian entertainers. In the first spot was Mick Micheyl, a boyish warm-voiced chanteuse who sang her own rather monotonous waltz-tempoed tune, *Le Gamin de Paris (The Kid of Paris)*. She was followed by Felix LeClerc, composer-guitarist-vocalist, singing his composition *Mon P'tit Bonheur (My Little Happiness)*. LeClerce has a pleasant and frank delivery, but his material, too, is the typical long-drawn-out folk ballad, shifting from major to minor and back to major in an endless succession of verses.

J'avait Rev (I Dreamed), another lengthy French ballad, was sung by Jacqueline Cadet, one of the featured singers in a local revue. Mlle. Cadet has a fine coloratura voice but this number was apparently pitched below her best range.

Musical backing for the show is provided by Noel Chiboust and a 32-piece ork. The musicians also play a number at the opening of the show and one more just before the star appears, but for some reason there is no one to write arrangements employing their lush instrumentation, so stock orchestrations are used for the two band spots and used rather badly at that.

Lee Zimmer, emsee, and Merwyn Dembling, scripter, the only two Americans directly connected with the show, do their best to pick up the dragging tempo. Zimmer has a neat rapid delivery and a pleasant informal manner with the performers, and Dembling's text plays nicely on the fact that most of the artists speak no English. However, the guest talent just isn't good enough to make a half hour of interesting listening. There's no reason why this should be, either; Paris has countless excellent instrumentalists and novelty musicians who could well be used on the show. And those endless French ballads are all right in the boites but are not good material for U. S. radio consumption.

Art Rosett.

Air Checks

Brief but important radio news

AAA Rules for AFRA In 11G Claim Vs. Mayfair . . .

American Arbitration Association has ruled in favor of the American Federation of Radio Artists regarding an $11,691 claim against Mayfair Transcriptions for rebroadcasting and foreign beaming of a waxed show, "Box 13." Airer was first beamed over KNX, then KECA, both in Los Angeles, and later in South Africa, thru Tower of London. **Morris Cohn, Sidney J. Block** and **Maurice Berkson** comprised the three-man arbitration panel.

Sedative To Wake Up Listeners Via WNEW . . .

Emil Mogul Agency, New York, is readying an extensive radio and TV advertising campaign for Nu-Pax, a new sedative manufactured by Somnyl Pharmacal Corporation. Time buys are already lined up with WNEW, New York for **Martin Block** and Rayburn and Finch. Nu-Pax's initial advertising expenditures are expected to reach $250,000 in 1951.

Clardy Replaces Elwell at WCBS . . .

Lyman Clardy this week was appointed manager of operations at WCBS, New York, replacing **William Elwell** who is joining the executive staff of WDSH, New Orleans. **Michael Campbell** will take over for **Mrs. Elwell (Edna Mae Wehner)** as sales service manager of the station.

Fender Sales Rep for Thesaurus . . .

Robert Fender, formerly assistant advertising manager of World Broadcasting System, was appointed Central Northwestern sales rep of RCA's Thesaurus and syndicated programs, under the supervision of **William F. Reilly.** . . . **Daniel J. Ferris Jr.,** ex-Headley-Reed Company, and **Richard E. Charlton,** formerly with WCAR, Pontiac, Mich., have joined **George P. Hollingbery Company,** New York, radio-TV reps, as salesmen.

Production Manager **Jack Grogan** and continuity chief **Hal Hackady** have both resigned from WNEW, New York. Grogan leaves on a six-month trip abroad April 18, while Hackady has joined NBC in a TV director post.

Alton Kastner has been added to the headquarters staff of Radio Free Europe.

WOR news chief **Dave Driscoll** returned last week from a short vacation. . . . **Frank Saunders,** senior associate ed of Tide magazine, upped to news editor, replacing **John A. Conway,** who has moved into the publication's managing editor post. . . . **Henry Poster,** ex-Headley-Reed, has joined Mutual as manager of sales-planning, reporting to **Dick Puff.** . . . Mutual promotion head **Bob Schmid** left for Minneapolis last week to attend an affiliate meeting.

Short Scannings

Brief but important video news

Arche Mayers Starts New TV-Film Firm . . .

Arche Mayers has formed Unity Television Corporation, a national booking office for producers and owners of motion picture television rights, with offices in New York. Exec line-up of the firm includes **Robert Wormhoudt,** ex-sales manager for Standard Television Corporation, national sales director; **Connie Lazar,** formerly TV director of Film Equities Corporation, national program director, and **Sid Weiner,** ex-Films International, national television booker. In addition to its film collection, Unity will handle all movies formerly booked by Film Equities, Standard and General Television Corporation.

Spanish-Language Seg By KFI-TV in L.A. Area . . .

KFI-TV, Hollywood, will beam Spanish-language feature films on a weekly basis, aiming program at the area's more than 500,000 Mexican residents. L. A.'s Spanish-speaking populace has been cold shouldered by TV. Kick-off of KFI-TV's "Spanish Theater Hour" Tuesday (27) marks the first time foreign-language films have been used there on a regular basis. Columbia Utilities Company and Hoffman Radio Corporation will sponsor. **Eddie Rodriguez** will emsee.

WOR Launches New TV Shows . . .

Two new TV shows, "Rose Garden" and "Press Conference," will be launched over WOR-TV, New York, this week. Beginning Thursday (29) at 10 p.m., Jackson & Perkins Company, Newark, N. J., horticultural outfit, is buying three half-hour "Rose Garden" shows featuring **Paul De Fer.** Programs will describe care and feeding of rose bushes. "Press Conference," a public service discussion group on New York-New Jersey affairs, tees off Wednesday (28) from 8:30 to 9 p.m. **David Snell** will act as moderator for the video round-table, which will feature a different guest and press panel each week.

FCC Views New Video Projector . . .

Skiatron Corporation, New York, staged a private demonstration of its new large-screen set supersonic projector for the Federal Communications Commission Tuesday (20). Showing supposedly occurred when the FCC visited the WOR-TV transmitter to view a demonstration of the firm's new Subscriber-Vision, a subscription video system. Hush-hush unveiling of the supersonic projector is said to have spot-lighted a lens adjustment device, designed to provide a flexible four to nine-foot picture screen on one unit.

Jane Kalmus Now Berch Agent . . .

Jane Kalmus, once with NBC and more recently with the **Arthur Miller** publicity office, last week became personal representative in AM and TV for **Jack Berch.** Berch currently airs daily on NBC radio for Prudential Life Insurance.

Of Shifts, Skeds And Personalities . . .

Charlie Sanford will handle the musical chores on the next **Bob Hope** TV stanza on NBC. . . . **Charlie Freedman** will produce the new **James Melton** TV show for Ford. . . . **Patt Barnes** and his daughter **Barbara** are leaving WJZ, New York.

Boston's Jordan March Department Store, last week became the first such store to order color television equipment for store promotion use. Demonstrations began March 27 with a "vericolor" camera chain and receivers manufactured by Remington Rand. . . . **Lawrence E. Spivak,** panel member of "Meet the Press," will receive the Youth United Award at the Waldorf April 1. . . . **Robert (Doc) Livingston** has become executive producer of KFI-TV, Los Angeles.

John McQuade takes over for **Kevin O'Morrison** as "Charlie Wild, Private Eye" on radio and TV. . . . **John Battison** has been named executive film consultant to Television Ventures, Inc. . . . The film version of "Kon-Ticki" will be narrated by **Ben Grauer.** . . . **Gene Shefrin,** of the **Dave Alber** flackery, became a papa Monday (19).

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Elmer Davis

ABC, 7:15 to 7:30 p.m. nightly

Dry-voiced Elmer Davis may sound like a cracker-barrel philosopher because of his unsophisticated delivery, but his remarks are as penetrating as ever. He is currently being sponsored, Tuesdays and Thursdays on WJZ, New York, by *The Reporter* magazine, a news analysis publication, which certainly made a logical choice for its radio promotion. The plugs stress that a magazine counterpart to Davis's "brilliant analysis" are available in its pages, and a special cut-rate trial subscription is offered.

On the show caught, Davis devoted considerable time to the question of what next in Korea, in view of General MacArthur's recent statements about the inevitability of a stalemate and the nearing of action to the 38th parallel. He noted that altho Republicans have cheered Herbert Hoover's demand that the armed forces be under civilian control, some have backtracked. Those that have switched positions, said Davis, seem to feel that the statement should have embraced all the armed forces except those under MacArthur's command. He also dissected Iran's move to nationalize its oil fields and pointed out that any foreign advisors used to further that drive likely will be Russian instead of American or British.

Sam Chase.

TV Fire Fighters

• *Continued from page 13*

joey make-up, and Bob Kappas as Fireball Freddie, comic fireman.

The origination of this week's show in Columbus was particularly appropriate, inasmuch as that city recently suffered a fire disaster in which five lives were lost. Each week a district fire department is honored, and on this show it was the Columbus department, represented by Chief Harry Caldwell, who pointed out to viewers that most fires are caused by carelessness and that the latest Columbus fire was no exception. Caldwell also explained the methods in fighting fires. Also in the interview was a junior fire chief of the day, a weekly selection, who was presented with a fire fighter's tee-shirt and helmet.

Basically, the show format is comedy which is generously incorporated in numerous fire prevention hints and in commercials, one at the beginning of the seg and one at the close.

Major gimmicks are a true-or-false studio audience quiz about fire prevention, a short fire-prevention film, a three-city telephone quiz, and membership in a Junior Fire Brigade the program pitches to kids.

In the studio quiz Black, with Kappas lending a comedy assist, asks kids common-sense questions about fire prevention. For correct answers they receive prizes such as Brimstone dolls and coin banks and toy fire sirens. In the telephone quiz, a skit is enacted by Kappas and Fenner in which a fire-prevention rule is broken. The first kid coming up with the answer receives the top prize—this week a portable radio. In addition, each contestant is awarded a home fire extinguisher, and the instrument's manufacturer is plugged on the program.

Retail outlets handling Red Goose shoes have a natural in promoting the program via a Junior Fire Brigade. Applications for membership in the club may be obtained by kids in their local stores. Upon joining they receive a helmet and may apply for a course in fire-prevention training, with medals and promotion in rank going to them as they successfully complete courses. Top rank is junior fire chief. Some 12,000 members are now enrolled.

Al Schneider.

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TV Packagers Want Gershwin Musical Rights

HOLLYWOOD, March 24.—Television packagers are bidding for musical comedies cleffed by the late George Gershwin. It's understood Bernard L. Schubert, packager of *Musical Comedy Time*, the Procter & Gamble sponsored NBC-TV airer which wound up this week, has acquired rights to one or more of the Gershwin properties. *Musical Comedy Time* will produce these in the fall, probably over NBC-TV.

According to Ira Gershwin, who write lyrics for many of the Gershwin shows, TV rights to some of the productions are held by film companies. Metro, for instance, owns TV rights to *Girl Crazy* and *Lady Be Good*. *Of Thee I Sing* has no TV restrictions, but Ira Gershwin stated that original consideration for TV sale was turned down because it was feared TV would spoil the musical picture chances, inasmuch as more money could be obtained from films than TV.

According to Ira Gershwin, highest money offered for a single TV show has been $5,000 per performance.

Expected to give great impetus to the purchase of musical comedy properties is the new contract negotiated by the networks and the American Federation of Musicians, whereby the networks agree to Petrillo's 5 per cent royalty principle on TV film. Thus far, only a small number of indie packagers have signed with AFM. However, acquiescence of the networks is regarded as likely to convince the indies that it is no use holding back. AFM, contacted late this week, stated that as yet the rush had not begun, but it confidently expected that the bulk of leading indies would sign up.

Orks Working Full Week Stir Local 767 Ire

HOLLYWOOD, March 24.—Negro Musicians' Local 767 Friday (23) cracked down on bands working a seven-day week. Local sent back to Associated Booking Corporation, Louis Armstrong contracts for forthcoming dates at the Tiffany Club and Oasis. Pacts were for seven-day weeks. ABC must now renegotiate with the clubs for six-day weeks. Enforcing of the six-day work week ruling resulted when Local 47 demanded that Charlie Barnet work only six days at the Oasis. Local 47 charged that the Nergo union's laxity with its bands, allowing them a full work week, was at fault.

Local 767 has always had a six-day policy, and any member ork had to get the board's okay to work that extra day. Now with the fuss created by the edict on Barnet ork, Local 767 will go all out to

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FLAHOOLEY DEAL STILL IN AIR

NEW YORK, March 24.—After the deal was everything but signed, the *Flahooley* original cast recording arrangement with Capitol Records exploded into a turmoil this week. Out of it emerged the fact that Capitol still is the front-runner for the rights but that a $20,000 advance against royalties has been added to the deal as it stood last week. Capitol will foot the cost of recording. But Herman Meltzer, attorney for show's production office, made an emphatic point that the original cast rights had not yet been turned over to Capitol. Decca and Victor were among others dickering for the E. Y. (Yip) Harburg and Sammy Fain show.

NAMM Files Instrument Tax Boost Protest

NEW YORK, March 24.—National Association of Music Merchants has filed a protest over the proposed increase in the manufacturers' excise tax on musical instruments. Opposition to the potential tax hike from 10 per cent to 25 per cent was explained in a letter sent to 25 members of the

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SPA To Take Hospitalization

NEW YORK, March 24.—Songwriters' Protective Association has arranged with the Associated Hospital Service and United Medical Service for hospitalization and surgical insurance for members. Coverage will be available for regular members only, a condition imposed by the hospitalization services.

It is required that at least 40 per cent of the 950 regular SPA members sign up in order for the plan to go thru. Notifications are being mailed out this week; answers and covering checks must be returned by May 1.

PATTI PAGE LEADS WAY

Thrushes In Disk Clover After a 5-Year Famine

NEW YORK, March 24.—After some four or five years of playing second fiddle to a strong contingent of swoon crooners, the femme thrush brigade is soaring into stratospheric show business heights. Prime factor in the box-office ascent has been their emergence as wax hit makers—this after a sparse period wherein hit-making was confined to the swarthier stylings of the Comos, Coles, Laines, Damones, Crosbys, etc.

Spearhead of the bloomer campaign is Patti Page. Via a succession of hit Mercury wax, the thrush has blossomed as a top money attraction in little less than a year. She currently is drawing dates at upward of $4,000 and $5,000 per week and is ablaze at the wickets wherever she goes. Thrush last week did turnaway business at the Capitol Theater, Washington, in working out the final obligation she had on old contracts. She did $24,000 gross with only slight support on the screen and stage.

Her *Tennessee Waltz* platter is one of the phenoms of the generation. Disking passed the two million mark five weeks ago and still is going at the rate of 20,000 per week. Her *Mockin' Bird Hill* is past the quarter-million mark as is *Would I Love You?* Her agency, General Artists Corporation, claims that Miss Page currently is the office's top income artist. The agency also says that she is the heaviest demand artist in the GAC roster.

Other Gals

Aided by Patti's smash into the top talent ranks, a number of other gals have managed to break into leading contention—all primarily via the record route. Kay Starr, Rosemary Clooney and Georgia Gibbs are other bearers of the gal singer movement.

Veteran thrush, Dinah Shore, on her switch to the RCA Victor label, took on a new life on wax with a couple of quick hits, *My Heart Cries for You* and *A Penny a Kiss* (the latter in duet with Tony Martin), after going thru a year-long lean period at Columbia. Miss Starr broke thru to headliner status on the wings of three hit Capitol slicings, *Oh Babe, Bonaparte's Retreat* and *I'll Never Be Free* (the last named in duet with Tennessee Erie).

Miss Clooney currently is making her biggest bid for fame with her Columbia biggie, *Beautiful Brown Eyes*. Miss Gibbs, who last week inked with Mercury, left the Coral label after two noisy diskings, *I Still Feel the Same About You* and *Once Upon a*

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Gripes Pop Tho AFM, Nets Unset

Simulcast, Remotes Problems Arise, Tho Groups Still Working Out Pact Details

NEW YORK, March 24.—Tho details of the new American Federation of Musicians network contract were still being worked out late this week, some difficulties and reverberations already developed. These had to do with the problem of simulcast fees and remote TV airings.

Regarding simulcasts, it was learned that a squawk was delivered on behalf of the *Firestone Hour*, simulcast on the National Broadcasting Company and NBC-TV Mondays at 8:30 p.m. The essence of the complaint was that under the new contract it is more expensive to pay for a simulcast than it would be to pay for separate AM and TV broadcasts. This despite the fact that the musicians on a simulcast save time, inasmuch as they do not have to come back to the studio for a second date.

According to the new AFM-network contract, musicians on commercial simulcasts must be paid $25 in addition to the radio payment, and on sustaining simulcasts $10 additional. Prior contract called for $15 additional on commercials and $7.50 on sustainers.

TV Remotes

Another matter causing some perturbation is the matter of TV remotes. Several Greenwich Village bistros and the Old Knick Music Hall in New York, and Frank Dailey's Meadowbrook in New Jersey have been unable to air commercial TV programs from the location itself owing to union restrictions. The Meadowbrook is understood to have had a package ready for sale; ditto, the old Knick in New York. According to a Local 802 executive, the union has been insisting that such programs be aired from a studio, rather than a nitery or dancery. The reason is that the musicians at a night club or dance spot are already

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Education Depts. On Confab Circuit

NEW YORK, March 24.—Representatives of the educational departments of some 40 music publishers are currently exhibiting at a series of regional conventions sponsored by the Music Educators' National Conference. The pubbers, attending as members of the Music Educators Exhibitors' Association, have been following a convention itinerary which takes them to six key cities in widely separated parts of the country.

The junket opened March 7-10 in Oklahoma City, followed with a stay in San Diego, Calif., March 17-21. The route will also take in Missoula, Mont., March 28-31; Fort Wayne, Ind., April 7-11; Richmond, Va., April 18-21, and Atlantic City, April 27-May 1. At the Fort Wayne convention, April 8, Music Publishers' Association, the trade group for longhair and education pubbers (and the longhair and educational departments of pop pubbers) will hold a general meeting.

The conference is comprised of music teachers from public schools, colleges and privately employed. In addition to music publishers, manufacturers of gowns, uniforms, musical instruments, radio and TV

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"Desire" Overwhelms Pubber and Diskery

NEW YORK, March 24.—Shapiro-Bernstein pubbery and London Records this week became ensnared in an unusual release date entanglement. The complexities developed out of the pubbery's acknowledgement that one of its forthcoming songs in the original manuscript version was a possible infringement of an Irving Berlin copyright. The original manuscript of the song, *Life's Desire*, was recorded by London in England and issued with some hoopla here last week. Tune was scheduled for June 1 release, which was bound by a tight American Society of Composers, Authors and Publishers restriction.

The pubbery, after learning of the London record, done by Dick James, and then hearing it, made a dual effort to prevent its release and distribution:

(1) S-B notified the diskery that London had reached the release date.

(2) The pubbery also notified London that it would not license the recording, that the incorrect version had been recorded, and that the diskery would issue the James disk at its own risk. It was explained that the song, in the form recorded, was an infringement, and that the diskery would be liable for any legal action which might ensue.

The song is written by the writers of *If*, the current S-B hit, and was published in England in 1931 by the Cecil Lennox pubbery, which also published *If* originally.

A pubbery exec pointed out that the song was rewritten prior to its distribution to record companies here. It was discovered at S-B that the song, in the 1931 published form, could be construed as an infringment of a Berlin copyright. The exec also said that he believed that this was the first instance where a record company with foreign recording facilities sent over and prepared to release a song in its incorrect form.

Two Distribs Hit by Fire

PHILADELPHIA, March 24.—A three-alarm fire wiped out the offices and warehouse of the Kaylor Distributing Company and Winthrop Distributing Company, both owned by Elliot Wexler and Sam Katseff, on Wednesday (21). The mid-day blaze destroyed some $70,000 worth of record stocks and fixtures. Business was located at 2102 Market Street.

The Kaylor firm distributed the London, Peter Pan and Dana lines, while Winthrop was set up last year to take over the territory for the Coral diskery. Wexler was in New York and Katseff was in Boston when the fire broke out. They have already arranged a temporary business set-up to operate out of 2208 Chestnut.

MCA Realigns Band-Act Men

HOLLYWOOD, March 24.—Music Corporation of America's Larry Barnet this week shifted four key men in the agency's band-act department in a move to strengthen and intensify its coverage of the Western territory. Barnet termed shuffle of Don Mulford, Bill Loeb, Eddie Greene and Hal Howard a promotion for each of the men. Mulford, who a year and a half ago came here from MCA's San Francisco office, returns to head an expanded S. F. operation. Frisco office henceforth will cover Pacific Northwest and Lake Tahoe, which heretofore had been serviced directly by MCA's Beverly Hills headquarters.

Mulford will be replaced by Hal Howard as head of MCA's local band-act department. Howard two years ago was switched from MCA Beverly Hills to head Dallas office. Eddie Greene, of this office, will replace Howard in Dallas. Bill Loeb, now in S. F., will be moved here to replace Hershey Martin, who switched to William Morris. Martin terminates a six-year affiliation with MCA to become head of William Morris's act department, replacing the late Fred Elswit.

Barnet told *The Billboard* the reshuffle is expected to give MCA a faster hold on the expanding Northwestern territory and should result in improved servicing of accounts and clients. Resumption of defense contracts is expected to reopen the Pacific Northwest as a lush showbiz market.

NBOA in Dark On Op Confab At St. Louis

CHICAGO, March 24.—The report of "more than 200 ballroom and location operators meeting in St. Louis sometime in May," published by another trade paper, has Midwest ops and execs of the National Ballroom Operators' Association puzzled. Neither Tom Archer, Des Moines, NBOA official, nor Otto Weber, managing secretary of the national terp men's group, received word of the conclave. Ken Moore, Chicago chain ballroom op, said he had received no word of any terp men's get-together.

It is doubtful whether NBOA would give its sanction to such a meeting, as it was outlined. Major intent of the May meeting, it was stated, would be to discuss "excessive prices demanded by bookers and agencies for name bands." It has always been the policy of NBOA to discuss such a matter at its annual late summer or early fall conventions, but it's doubtful that such agenda would be considered important enough to weave an entire convention around it.

The ballroom ops' org is currently conducting its own one-nighter chart survey, in which ballroom members report how individual bands did on one-night dates. This move is merely an experiment by NBOA. It will probably be discussed along with a large number of other problems at the NBOA's convention this fall in Chicago.

NBOA Kills Soft Drink Tax Bill

CHICAGO, March 24.—Nebraska Ballroom Operators' Association, State chapter of the National Ballroom Operators' Association, in conjunction with two other cornhusker orgs, this week succeeded in defeating a bill before the State Legislature to impose a 20 per cent tax on soft drinks and fountain sirups.

Sen. Hugh Carson, sponsor of the proposal, told the State Legislature that the bill would have produced a revenue of $2,500,000. Nebraska ops would have suffered a double slug from the proposed soft drink tax because they are already paying 20 per cent federal cabaret tax on the soft drinks and fountain sirup they serve.

The Nebraska ops' group is holding the finals of its annual Princess Nebraska contest to select a beauty queen from among finalists chosen at local ballroom competitions at Peony Park, Omaha, March 25. Jan Garber, who is playing the dance, will serve as one of the judges. The cornhusker beauty will compete in the Cherry Blossom Festival in Washington April 5-8.

10-Inch Kidisk Line for S&S

NEW YORK, March 24.—Simon and Schuster, low-priced kidiskery which issues the Little Golden records, is preparing to release a completely new line of 10-inch children's records. The move is still

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HI HO SILVER PLATTERS

Decca To Issue Disks On Radio's "Ranger"

NEW YORK, March 24.—Decca Records, after completing the deal several weeks ago, has recorded and is preparing to merchandise the first recordings based on the characters from the *Lone Ranger* radio series. The deal was predicated upon a few unusual provisions:

1. The pact provides that Decca must restrict and enforce the restriction of radio performances of the *Ranger* recordings.

2. The pact also denies Decca the right to produce the *Ranger* recordings on long-play wax. Reasoning here is that the *Ranger* radio show is a transcribed feature and the program platters revolve at 33⅓ r.p.m. To prevent any temptation in radio stations to make free use of a transcription speed commercial recording for broadcast purposes, the restriction on LP production was applied.

Radio Restrictions

The restrictions are aimed at protecting the income of radio on the transcribed show. It currently is carried on 221 American Broadcasting Company stations and is televised via 45 outlets. *Ranger* is sponsored by General Mills and American Bakeries.

The Decca recordings are the first made of the *Ranger* character in the 18-year history of the radio show. The first release of *Ranger* recordings will include four stories issued on four single records which will be available as 10-inch 78's and on 45 r.p.m. in special color packages. The stories include *He Becomes the Lone Ranger, He Finds Silver, He Finds Dan Reid* and *He Helps the Colonel's Son*. The entire issue will be released under the major billing of *The Adventures of the Lone Ranger*.

Promotion Plans

With the diskery's hands bound on radio promotion of the series, Decca is preparing special retailer merchandising kits which are designed to attract attention at the merchant level. The kit will include 20 by 30-inch cut-out pictures of the Ranger, supplementary release pamphlets, double-sized streamers and mats. In addition, the diskery is supplying dealers with information and methods to effect merchandising tie-ins with other local merchants who handle other of the several dozen Lone Ranger-indorsed products.

The records are scheduled for release the week of April 30. The 10-inch Deccalite 78's will retail at $1; the 45's at 95 cents.

BABEL

Lomuto in Three-Way "Interview"

NEW YORK, March 24.—The only thing about which a *Billboard* reporter was absolutely certain this week, after a multi-lingual interview, was that Hector Lomuto, Argentina's No. 1 jazz band maestro, was in the United States for a two-week visit to hear as much American music and see as many musicians as possible. Lomuto records for the RCA Victor label in his country, looks like Paul Whiteman, weighs over 250 pounds and fronts a band that is styled on the Glenn Miller pattern.

Reason for some uncertainty about other matters is that the interview was conducted in a three-way translation from English to French to Spanish to French and back to English. Lomuto answered questions via three friends, each of whom spoke a little of each language, with emphasis on the little.

Conversation at times ran something like this:

"Which American singers are most popular in South America?"

"Bing Crosby first and Frank Sinatra after."

"How about girl singers?"

"Oh, yes, they like Crosby very much."

"No, no, which girl singers are popular?"

"Dinah Shore, Lena Horne, Andrews Sisters."

Lomuto is also president of the newly formed Argentine Association of Orchestra Leaders, some 200 dance band maestri organized to exchange information and work out mutual problems. The Argentine band leader has a Monday thru Saturday radio show over Radio El Mundo, Buenos Aires, aired for Phillips Toothpaste. Show runs for nine months a year. During the vacation season Lomuto moves his crew out to the Casino at Mar Del Plata, B. A. beach resort.

Band is known in Argentina as Hector and His Great Jazz Orchestra. Band's RCA Victor disk catalog is now over 200 numbers, mostly American pop tunes and some done with English lyrics. Aside from American jazz tempo, Lomuto explained that the most popular dance tempi were the tango, bolero and samba.

NETS, MUSICIANS NEAR CONTRACT

NEW YORK, March 24.—Execs of networks and the American Federation of Musicians late this week were still working over the wording of the new contract covering musicians on AM and TV. No important changes are contemplated. It was stated that within a few days formal inking is expected.

Betty Martin To Sales Mgr.

NEW YORK, March 24.—Betty Martin, formerly in charge of kidisk activities for MGM Records, has been appointed sales manager for RCA Victor's educational record department, reporting to sales and merchandising topper Larry Kanaga. Miss Martin succeeds Frank Amiru, who had held both the educational and the international disk sales manager spots. Amiru is now devoting full activity to the international department.

Miss Martin is currently supervising the transfer of the educational catalog on to 45-r.p.m. records and the re-recording of those sides which don't meet quality standards for transfer. The catalog features largely special teaching aids conforming to school and educational board requirements. Disks are handled thru regular dealers. Until now the catalog was available only on 78-r.p.m. platters.

WEAVERS PUT OLD SMOKY ON SHEET MAP

NEW YORK, March 24.—The Weavers' version of *On Top of Old Smoky*, introduced recently on Decca, has created a heavy demand for sheet music. Folkways, the publisher, sold 25,000 copies in a 10-day period. The Decca disk, during the same period, sold about 150,000. During the past 10 years, there have been many recordings cut on *Smoky*, but no great sheet music sale accompanied the disks.

A flock of other labels have cut or are now cutting the Folkways version: Vaughn Monroe on Victor; Burl Ives with Percy Faith on Columbia; George Sirava on Mercury; Lynn Murray on Coral. Cap and MGM also have it scheduled.

Weavers rearranged the musical format, using community sing calls and two extra choruses of original lyrics. When the disk was first made, it was believed the reverse, *Across the Wide Missouri* would be the big side. Promotion schedule was rapidly switched when *Smoky* hit. A parallel situation occurred with the Weavers' recording of *Goodnight, Irene*. The reverse, *Tzena, Tzena*, caused an initial flurry, was given initial promotion, but was then swamped by *Irene*.

Irked Merc Puts Patti Disk on Ice

NEW YORK, March 24.—After several weeks of deliberation, Mercury Records has decided to withhold the release of a Patti Page recording of *You Are the One*. Diskery will hold back the waxing because of a release date problem with the song. Tune is penned by Paul Durand, writer of *All My Love*, and is published by Hill & Range. It was etched several months ago in anticipation of an April 1 release date, but competitive diskings began to hit the market some six weeks ago. Already etchings by Vaughn Monroe, Percy Faith, and Margaret Whiting have appeared.

With the thrush riding high with three hits—*Tennessee Waltz, Would I Love You* and *Mockin' Bird Hill*—and with her release schedule able to be filled with back-logged masters, the diskery decided to hold back the Page recording as a protest to the release date break. This marks the third instance in recent weeks in which diskeries have held back waxings because of release date snafus.

CALLING ALL GUIDES

ASCAP-ers Can't Find Way Around New Hdqrs.

NEW YORK, March 24.—Things are rough at the American Society of Composers, Authors and Publishers. And the troubles do not stem from the maneuvers of the recalcitrant telecasters. The difficulties, rather, seem to be a sort of spiritual penance, a punishment brought on when the Society made so bold as to remove itself from the RCA Building to new quarters at 575 Madison Avenue.

Getting so far away from Tin Pan Alley and the old familiar places is no joke, as Otto Harbach, Dick Murray, Jules Collins and the lesser ASCAP personnel will testify. The floor layout of the building baffles everybody. Harbach loses himself in the maze of corridors and has a standing offer of $25 for anybody who goes out the same way he came in. Dick Frohlich and Dan McNamara, meanwhile, have supplied Harbach with a floor plan—presumably so that he can devote more time to the telecasters.

Gene Buck also finds it difficult to properly orient himself. Buck was just about to enter the ladies' room when he was deterred by Frohlich's anguished cries. They got the sign up quickly after that. Murray, tho, is plainly discommoded. The kitchen (bet you didn't know they had a kitchen!) doesn't work—and Murray, who is a greater coffee drinker than Oscar Levant, can't get enough brew to sustain himself thru those intricate foreign deals. Not a gadget in the kitchen works, Murray opined, then added: "We're short of culinary experts, too."

The ASCAP kitchen, incidentally, is a continuation of a policy begun in the days of John Paine, the late ASCAP general manager. To keep the board and committee men from becoming restive while listening to flowery speeches, Paine installed a kitchen so that the weary could have sustenance while getting the rhetoric.

The bevy of gals at ASCAP also have a kitchen—but for a different reason: There's no place in the neighborhood where you can get a reasonably priced lunch, they say; so some of them make their own. While they are outside, however, they can window shop the expensive import houses—Florence Lustig's, Milgrim, Hattie Carnegie, etc.—on 57th Street.

One of the plushiest offices in the layout is that occupied by ASCAP counsel, Herman Finkelstein. There's so much glass it looks like a hothouse. Right now the air conditioning isn't working, and folks are already predicting that before long the parallel will be uncomfortably real.

"Denizens of the Brill Building encounter none of these difficulties," one disgruntled writer remarked as he made his way back to the land of agents, copy deals and pay telephones.

"Hoffmann" Film Disks Prompt Legal Hassle

NEW YORK, March 24. — The expected legal hassle over London Records' release of the *Tales of Hoffman* sound track disking (*The Billboard*, March 17) reached the New York Supreme Court this week when Columbia Records and Sir Thomas Beecham moved for a temporary injunction to restrain London from selling the album and from using the Beecham name.

Justice Louis Valente reserved decision on the Columbia motion but indicated he would take quick action. A parallel action was started this week in Great Britain when Beecham filed a similar motion against British Films, producer of *Tales of Hoffmann*, and Decca Records, Ltd., London's parent firm. There, too, request for a temporary injunction was denied.

Sound-Track Snag

The problem arose when English Decca made a deal with British Films for the sound track rights. Sir Thomas Beecham and the Royal Philharmonic Orchestra, under exclusive contract to Columbia, recorded the sound track of the film. Result was that Beecham and the Royal wound up on the London label here and English Decca label in Great Britain. Beecham and the Royal management claim that the motion picture deal did not include recording rights. The London-Decca combination, on the other hand, claims that it made a deal with the film's producers in good faith and with complete innocence.

Plaintiffs in the New York suit includes Beecham, Columbia, Artists Promotion, Inc. (Beecham's American reps) and Anglo-American Music Associates, Ltd. (his and the Royal's English management office). Defendants in the American suit are London Gramophone Corporation and London Record sales.

Meanwhile, the London diskery is continuing to ship the albums awaiting final outcome. Columbia's request for a temporary restraining order while Justice Valente came to a decision was denied.

Casino Lights Go on May 30

HOLLYWOOD, March 24.—Casino Gardens' lights are skedded to go on again Decoration Day on a Friday - Saturday - Sunday operation. Tommy Dorsey-owned Ocean Pier terpery has been dark since last May. At that time it opened for a week and folded due to lack of biz. Prior to last May it was shuttered for eight months. TD, currently on an Eastern one-nighter tour, and Gardens' Manager Bob Heil have been huddling via telephone on reopening plans. Current plans are that Dorsey will bring his own ork in for weekends.

Little preparation is necessary to get the ballroom in shape for reopening as it is now being used for private parties. Dancery, capable of catering to well over 9,000 terpers, will maintain its former door policy of $1.20 on Saturdays and 90 cents on the remaining two nights.

Dorsey got the Gardens in 1944 from Bernie Cohen for $60,000. He poured in approximately $100,000 for improvements. At one time the ballroom operated on a six-nights-a-week basis after a full week sked the preceding summer. It then switched to four and, finally, three nights a week.

Arena Theater Marks the Spot

PITTSBURGH, March 24.—The end of Bill Green's Terrace Gardens here as a user of name bands was seen today with the announcement that the outdoor portion of the spot would be converted into an arena theater with the first show scheduled for June 10. Green has been the biggest buyer of name bands in the territory during the past 20 years, but when business fell off during the past year he decided to go into a different operation. The best deal came along when Sam Handlesman, last year's business manager of the Civic Light Opera here, offered him a series of in-the-round shows featuring name stars. Handlesman will be the house manager.

Green has bought a 120-foot top with sidewall for use in inclement weather and plans to run every day but Saturday until late fall. Shows already penciled in are Joan Blondell in *Happy Birthday*, Arthur Treacher in *Clutterbuck*, Lionel Stander in *Born Yesterday* and others of this type. The arena will have a 1,300-seat capacity.

GREATER GLORY

Ex-Orksters Turn Up in New Fields

NEW YORK, March 24. — One can never tell what becomes of ex-band leaders. They turn up most anywhere and often in the most unexpected places. This week, for instance, *The Billboard* was apprised that Howard Lally, name maestro of the 1930's, has been appointed "WCBS director of food broker contracts."

Many ex-maestri are now in other enterprises. A flock of random names suggest themselves: Frank Dailey, now a restaurateur and ballroom operator; Julie Wintz, cocktail unit booker at Music Corporation of America; Jerry Blaine, record distributor; Bert Lown, Associated transcriptions; Jimmy Hilliard, a. and r. chief at Coral; Barry Winton, booker with William Morris; Bert Block, with Associated Booking Corporation; Ben Selvin, general manager of Southern.

At press time we couldn't ascertain the whereabouts of a flock of others, including Ernie Golden and Sam Lanin. Of the latter, it was stated, "He's just rich."

RCA Offices Move April 1

NEW YORK, March 24.—The long-planned RCA Victor change of venue has been set for April 1, when the diskery moves its offices to the 32d floor of the International Building in Rockefeller Center.

The move will place all departments with the exception of advertising production, which remains in Camden, N. J., in the new quarters. These will include a. and r., merchandising, sales, promotion, Thesaurus, Red Seal, children's, listing and international. Record Division Manager Paul Barkmeier and Comptroller Howard Letts will have offices both in the new quarters and in Camden. General Sales and Merchandising Manager Larry Kanaga and Merchandising Manager Bob MacRae move here from Camden.

The RCA operation, which had heretofore been spread among offices in the RCA Building, Camden and 23d Street, will now be centralized in the new quarters.

Issues 2 Mottola Guitar Textbooks

NEW YORK, March 24.—Paxton Music is publishing two Tony Mottola guitar folios, one a straight instruction book, the second a collection of Mottola's original compositions used in the *Danger* TV film series. Mottola, whose guitar accompaniments, the sole musical background used on the show, have reportedly drawn nearly as much mail as the show itself, explains in the *Danger* book the fingerings and methods he uses to get his unusual effects. Book will have illustrations showing scenes in the series.

Paxton has also acquired a semi-longhair work titled *Niagara*, from Box & Cox, English pubbery, and is showing the work for recordings.

AFRA-DISKERS' BRASS TACKS

NEW YORK, March 24.—Major diskeries and the American Federation of Radio Artists are scheduled to meet within a few days, each side to put forward its best offer. Diskeries this week had a meeting among themselves, to discuss the latest AFRA proposals. Next week's session is expected to mark the first of the definitive talks. AFRA will take the diskeries' proposals to its membership for discussion, prior to signing any contract.

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Congressmen OO "Voice"

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propriations this year, either supplemental or regular, the subcommittee in the House will look into the business management of this program."

The congressman, who was among the first to advocate a militant program to counter Soviet propaganda and convey democracy's story abroad, declared it would be "disastrous" if this objective is sidetracked by mismanagement, blundering and waste of public funds.

Rooney's sub-committee is staging executive hearings on State and Justice Department's budget requests. The sub-committee is keeping secrecy on the hearings, but agency officials emerging from recent sessions have been unable to conceal the strain of some rigorous examination by the sub-committee.

Senate, Too

On the Senate side, the *Voice* budget is likely to come before the Senate Appropriations Subcommittee on State and Justice Departments early next month. Senator Green, who as an ex-officio member of that sub-committee is entitled to vote, for years has been making a scholarly and penetrating examination of the nation's global propaganda operations. The Senator, who strongly believes that the U. S. should have a forceful program, has been a consistent critic of some of the policy ideas and operations of the State's information set-up.

"On the one hand," said Senator Green, "I think it is a worthwhile program, but I also think we should know whether it is having any effectiveness. Year after year we have been getting promises of improvement, thru changes in personnel, policy improvements and the like, and we are always let to hope that maybe something worth while will come of it. And so I have always come around to voting its appropriations.

"If we are going to spend this kind of money, we ought to be sure we are getting our money's worth. And if we make sure of this, it is worth spending more on. But we must first find out whether it is reaching the people. And, if it is, we must find out what we're telling the people on this program—whether what we're saying is what we mean to say; in other words, whether we're helping democracy or hinder it."

Quiz Show

Earlier this week Senator Green tossed the most penetrating questions of the day at State Department information officials who testified at a "briefing" session before the joint public affairs subcommittees of the Senate Foreign Relations Committee and the House Foreign Affairs Committee.

At several junctures during the hearing, Senator Green indicated his disapproval of vague and ambiguous answers by some of the State witnesses. Climax of Senator Green's examination of State's spokesmen was reached when the senator asked: "What kind of policy in land reform do we advocate in our information program?"

The question apparenty stumped the witnesses, whose testimony indicated that State's global propagandists, in their zeal to ridicule Russia, haven't thought of telling the folks abroad what the U. S. has to offer. When Assistant Secretary of State Edward Barrett finally suggested that he would prefer to postpone further discussion until the subcommittee went into a closed-door session at some future date, Sen. William Benton (D., Conn.) commented: "I think it should be stated here that this is one of the most important policy questions—Senator Green is interested not only in exposing the evils of Communism but also in what we do to give the peoples of the world an alternative to that evil."

Benton Demand

Benton is sponsor of a resolution calling for a full-dress Senate investigation of State's information program, which now has a pay roll of over 10,000 persons and by June 30 will have over 13,000, constituting half of the personnel of the entire State Department.

The Benton resolution, which has not yet been committed to a subcommittee of the Senate Foreign Relations Committee, was not under deliberation at this week's hearing which, Sen. Brien McMahon (D., Conn.), chairman of the Senate subcommittee announced, was limited to giving State an opportunity to get its testimony on record. Among members of Barrett's delagation to Capitol Hill were his two chief aides, Howland Sargeant and Charles Hulten. The subcommittee was treated to a playing of a *Voice* promotion platter of noises of Soviet jamming of the *Voice*. Highlight of this was an announcer's explanation that the Soviet is spending millions of rubles daily to drown out the *Voice*, "more money to jam out the *Voice* than is spent for the entire *Voice* program."

Court Sez Repeat Fees Are Okay; Affects AM, TV, Flicks and Disks

Lang-Worth Vs. AFRA Ruling Touches All Media Using Mechanical Means

• Continued from page 1

tion is made. The uncertainties of success and the economics of this industry therefore require a fair and equitable formula whereby the transcription producer and performer attempt to establish reasonable compensation for the latter's service."

This decision is regarded in labor circles as opening wide the doors to similar requests by entertainers working in other fields than radio. In television the nets granted Television Authority the principle of repeat fees on kine or film. This right, however, was won by the union's bargaining rather than thru recognition by the courts. These repeat fees naturally do not apply on "delayed broadcasts." They do apply on second and third runs as, for example, the *Bigelow Theater* or kines after stated periods.

Effect on Films

In the film business the producers never have recognized such a right. Since the film companies are expected to become the major producers of TV film in the future, the Wasservogel decision is of vital importance for TV performers. Hollywood believes that its large salaries are sufficient to compensate for whatever use it makes of its product.

The Wasservogel decision may open a back road for musicians and singers making phonograph records by reopening the entire question of payment for artists whose platters are played on radio stations. The courts put the quietus on this problem 10 years ago in the RCA-Whiteman case decision which stated that the artist had no property right, according to the copyright law, in disks that he made.

No Violation

Judge Wasservogel also ruled that the section of the Lea Act prohibiting payment "more than once for services performed in connection with the conduct of the broadcasting business" did not apply. He held that the fact AFRA attempted to lawfully enforce its contract right was enough to invalidate the Lea Act's application.

The judge, however, held that he could not compel Lang-Worth to sign a contract with AFRA. The union has an unfair labor practice charge filed with the National Labor Relations Board, stating that Lang-Worth had already agreed to an oral contract when it changed its mind and refused to sign an agreement.

Lang-Worth intends to appeal the decision to the appellate division of the Supreme Court, according to A. Walter Socolow, its attorney. Mortimer Becker, of the Henry Jaffe office, handled the case for AFRA.

More Govt. Hearings for TV

• Continued from page 1

tion, told the House this week that telecasts of House debates would prove "just as popular and just as important" as the "new smash hit on TV."

Sen. Estes Kefauver (D.—Tenn.), chairman of the Senate Crime Investigating Committee, himself placed on the hearing record this week a glowing tribute to TV's role. Kefauver declared that he felt video was a "great means of public communication," and he added that TV should be permitted in the hearing chamber if lights were not obtrusive, the heat "not obnoxious." He argued that TV is entitled to the "same rights" as movies, still cameras and reporters. He got immediate concurrence from others on his committee.

The committee chairman's remarks came after James J. Carroll, St. Louis betting commissioner, complained once again against testifying under TV cameras. Carroll a few weeks ago had walked out of a hearing, saying he refused to testify before video cameras. His return to the stand here this week led the committee to toss out a contempt citation. Withdrawal of the contempt vote wiped out the likelihood of an early court test on the question of whether a witness can be forced to testify before TV.

Flexible Rule

Sen. Alexander Wiley (R.—Wis.) this week proposed that congressional committees adopt a voluntary code to handle the problem of televising of hearing witnesses. Wiley said the code should be flexible to meet different situations.

Altho D. C. television stations have long been taking their coverage of congressional hearings in stride, excitement over the Kefauver committee coverage has been infectious. Led to believe that public interest has been aroused in all types of congressional hearings, radio coverage as well as TV has been increased.

Station WRC, boasting of its awareness of the impact long before the New York crime hearings broke, announced a regular schedule of recorded excerpts of congressional hearings. The schedule was planned "before the attention created by the Senate Crime Investigating Committee," stated WRC. The program, called *Hearing Time*, will be presented nightly as often as congressional hearings are held. In addition, WNBW has a regular once-a-week, full-hour review show of the week's hearings. Most other stations in the area have increased their coverage. WWDC, for instance, runs a taped show nightly 7:45 to 8:30.

Flock of New TV Shows Hit Ether in Chi

CHICAGO, March 24.—A rash of new shows is hitting the air in Chicago. Next Saturday (31) WENR-TV will originate a new Saturday afternoon ABC network show titled *Exhibit A*. Each week from 2:30 to 3 CST announcers Don Ward, Pete Lucas, Jack Leslie and Tom Casey will do interviews from Chicago's Museum of Natural History, Museum of Science and Industry, Art Institute and Adler Planetarium.

WGN-TV is putting a Negro variety show in the Wednesday 7-8 p.m. spot, starting next week (28). Featuring top Chi Negro disk jockey Al Benson, it will have a regular Negro cast, plus guests. Canadian Ace Beer and Bart-Tels apparel store sponsor.

Shirley Dinsdale and her Judy Splinters pop back on the air, starting Monday (26), 5:15-5:30 CST across the board on WENR-TV.

On the AM side, ABC Chicago gets another network show with *Dreamboat*, heard locally on WENR, which goes cross-country Monday, April 2, 8:30-9 p.m. CST. Show features Tex Mauphin's orchestra and vocalists Bill Snary and Doris Drew.

An investment firm, Bache & Company, has become sponsor of the 8:15-8:30 portion of WBBM's Saturday morning John Harrington show.

TV Crimequiz Gives WCPO Top Viewers

CINCINNATI, March 24.—WCPO's public-service airings of the Kefauver crime investigation hearings set the town topsy-turvey this week and gave the station the biggest audience local TV has had to date.

Local bars reported lush business, especially during the daytime castings. Niteries and movie emporiums, which normally have been finding business a bit on the rough side, described the Kefauver show as a further plague. Leading department stores and even the town's food merchants experienced a decided lull in business during the Kefauver air sessions, and Monday's weekly shopping night in the downtown sector found activity noticeably stalled as the result of the airings.

Despite the loss of considerable revenue as the result of canceled programs, WCPO-TV plans to continue screening the Kefauver committee activities as long as they remain available and continue newsworthy. "This is the hottest thing that ever hit television and we're sticking with it until it cools down," said Mort Watters, WCPO-TV chief.

The station was flooded all week with phone calls and messages lauding the management for carrying the hearings.

NAUGHTY!

Court Rules WEAM Can't Crib an Act

WASHINGTON, March 24.—Climaxing a unique tiff between two radio stations here over giveaway programs, a federal court this week issued a temporary restraining order barring Station WEAM from posting listeners on winners of Station WWDC's "Lucky Numbers" program unless WEAM gives full credit to WWDC for running the contest.

WWDC brought the suit against WEAM after the latter station began telling listeners that they could stay tuned to WEAM and still be informed if they should happen to have winning numbers for which cash is awarded on other stations. "WEAM will listen for and give you the lucky number," WEAM told its listeners. WWDC announces a six-digit number each day and offers $100 to anyone whose Social Security card or driver's permit ends with those digits.

General Manager Ben Strouse, of WWDC, quickly brought the case to court, and Federal Judge Albert V. Bryan, of Alexandria, Va., ruled that WEAM could continue posting its listeners only if the identity of WWDC is clearly given as the sponsor of the contest.

Manager Howard Stanley, of WEAM, announced afterwards that his broadcasts will be continued in an attempt to give the issue nationwide publicity so as to "end this type" of giveaway program. WWDC voiced high satisfaction with the court's decision, pointing out that the station will get a free plug from WEAM at every mention. Judge Bryan set a further hearing for April 9 to determine whether damages are involved.

Filmed Newscasts By Roberts for Tele Syndication

HOLLYWOOD, March 24. — Clete Roberts, currently on a newshawking junket to Korea, will henceforth film all his newscasts, domestic and foreign, for syndication thruout the U. S. Corporate papers were filed this week at Sacramento for U. S. Television News, firm which will produce and distribute Roberts' news films. Company is headed by Miles W. Ark, head of Barr Manufacturing Company, sponsor of Roberts' KLAC-TV newscasts and bankroller of the newsman's Korean hop.

Formation of U. S. Television news marks the termination of live telecasting for Roberts. With him on the eight-week tour is newsreel cameraman Russell W. Day to record on sound film top stories of the war zones. Upon returning to the U. S. Roberts and Day will swing around the country to film future telecasts on an "inside U. S. A." basis. They will later proceed to Europe to film interviews and news events.

Entry of Ark into tele producing and distributing results from the growth of Barr's sales volume since inception of the Roberts telecasts nine months ago. In this period, Ark claims, sales have risen 300 per cent, with a check of purchasers revealing the fact that Roberts has attracted 75 per cent of all purchasers of Barr merchandise.

DuMont's Loewi Off On European Tour

NEW YORK, March 24.—Commdr. Mortimer Loewi, director of the DuMont TV Network, leaves for Europe Thursday (29) as special emissary for the entire DuMont operation, including the manufacturing end. Loewi will huddle there with TV execs, seeking to speed development of the medium. He also will explore the possible role DuMont can play in TV's growth abroad via sale of DuMont transmitters. Plugging for increased use of film, possibly including some of the web's material, is high on his agenda. He also hopes to return with some international film exchange deals set.

Loewi plans to do a one-man public relations job for the medium's effectiveness in covering actuality events, such as the Kefauver hearings. He will plump for its ability to eliminate the middle man in bringing news to the people, citing the hearings as having far more impact on the public because of TV than it could have had in print.

Supreme Court

• Continued from page 10

ton, c Columbia Broadcasting System, chief color protagonists.

FCC's legal stand will be directed by Solicitor General Philip Perlman, according to customary procedure requiring that the Justice Department handles the defense for any government agency called before the high court. In the color case, RCA has challenged the FCC's decision favoring CBS's color standards as "arbitrary and capricious."

Samuel I. Rosenman will head CBS's legal battery, while John T. Cahill, RCA veepee in charge of legal department, will handle the RCA argument. Simon H. Rifkind will be legal spokesman for Emerson Radio, which is on RCA's side. Arguments may overlap into Tuesday (27). It is expected that at least a month will elapse before the court hands down a decision.

Kefauvercasts Tele Bargain

• Continued from page 1

tion or extension of commercial shows. In WPIX's case, total commercials lost are expected to run to about $13,000 to $15,000 for the span of the hearings.

ABC-TV Pans Out

The one outfit to come out ahead on the hearings was ABC-TV, which sold the proceedings to *Time* magazine. The only cancellations suffered by ABC-TV were spot announcements, since the one night the hearings were carried by ABC-TV fell into open time. ABC-TV isn't revealing the deal it made with *Time*, but it's known that the magazine bought the event at bargain rates.

DuMont, which fed the program to affiliates and absorbed cable costs, estimates its total cost at $30,000, including a little more than five hours of commercials canceled. CBS-TC had virtually no cancellations. NBC-TV lost 3½ hours of network business, and considerably more in local shows on WNBT, New York.

Stations Split Tab

Out-of-pocket expenses paid by WPIX will be shared equally among that station, ABC-TV, CBS-TV, DuMont and NBC-TV. When coverage started, KSD-TV, St. Louis, asked for a feed on the cable, and subsequently around 18 other stations made similar requests. The result was that these 19 stations shared cable cost, altho DuMont, as noted, fed without fee.

All told, WPIX originated 44½ hours from the Kefauver hearings.

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Name Bands' Pulling Power Faces Big Post-Easter Test

Midwest's Jumping With Top Orks As Bookers and Ops Hold Breath

• Continued from page 1

bookers and ops alike, because previous to Lent, which is always a band lull period, ork grosses showed good signs of picking up. However, ops feel that because of the terrific number of bands working the territory, it may well hurt business.

Of 45 ops who answered *The Billboard's* survey, six said they felt the territory was not overcrowded, judging by the submissions they had from agencies. Five of these answers came from Indiana and Illinois. A typical operators' list showed that, on the average, six bands were submitted for the first four weeks after Easter. One op reported 16 different bands being offered for the period, while many reported over 10 offers. Despite the fact that a large number of orks are available, prices seem quite consistent, except for Monday and Tuesday dates on the semi-names.

Music Corporation of America has the largest number of orks working the one-night circuit, with 11 bands during the post-Easter six-week period. Tex Beneke will work approximately a month of one-nighters during April, with other MCA properties, including Chuck Foster, Dick Jurgens, Benny Strong, Eddy Howard, Harry James and Claude Thornhill doing considerable time in the 42-day span. Wayne King is playing week-end one-nighters which don't interfere with his TV show and Ted Lewis's troupe is playing about five Midwest ballroom dates. Gene Krupa is working the outer-belt of the Midwest in April, but most of the dates are in Texas. Blue Barron works in and out of the territory during April and May.

Orks in Midwest

General Artists' Corporation has a short span in late March and April on Jimmy Dorsey. Jan Garber works the Midwest thru mid-April, when he heads east. Sammy Kaye starts a Midwest sweep about April 10, winding up in mid-June. Tony Pastor winds up a current tour in the Midwest at the end of March, while Ray Robbins is playing about 10 days in April. Jimmy Palmer also is lining up a Midwest junket for April.

Associated Booking has Tiny Hill on 30 days of one-nighters beginning April 5. Frankie Carle is working the Midwest from April 2 to 27. Elliott Lawrence has 3 weeks set in April. McConkey has Ray Pearl set for six straight weeks of Midwest dates, starting Easter Sunday.

In addition, Tommy Dorsey is in the midst of a Midwest sweep that takes up four weeks of the period. The Gale Agency submitted Duke Ellington for the 10 days following Easter thru Iowa, Nebraska and Illinois, but it is not known how many dates were taken by promoters. MCA also has Lombardo working with the Ames Brothers on a series of concerts set for Midwest auditoriums during approximately the same period. While these dates are not in the ballroom category, they are sure to pull biz away from ballroom dates because Lombardo in previous tours has done terrific in the terpalaces.

SPA Mulls Auditor To Check Royalties

Traubner Under Consideration for Post; Plan Is Subject to Approval by Council

NEW YORK, March 31.—Songwriters' Protective Association is giving serious consideration to appointing Edward Traubner as official auditor for the association. Traubner appeared before the SPA Council Monday (19) to present his plans to effect collections of royalties due writers from music publishers (*The Billboard*, March 24). It had at first been assumed Traubner's plan was to represent SPA for only limited types of collection —songbook lyrics or foreign royalties.

It now appears he would go after delinquent royalties in general. His discussions with SPA have been based on his receiving a percentage of the money collected. The extent of his cut has not been established, nor has the exact scope of his authority. While SPA seems favorably disposed, the details are first to be worked out, and then the council must approve.

The immediate trade reaction to such an arrangement, if it goes thru, is how will the publishers react to a writers' agent combing thru their books? The SPA answer may be easily anticipated: Publishers who play squarely will not object, but will probably welcome a system that puts their less scrupulous colleagues on an equal footing.

In fact, no publisher who has signed the basic agreement can object, because the appointment of

(Continued on page 22)

"Jamie" Rights Given to Cap

HOLLYWOOD, March 24.—Capitol Records this week acquired original-cast recording rights to *Three Wishes for Jamie*, Charles O'Neal-Ralph Blane legit musical to premiere here this summer.

Jamie, with book by O'Neal and music and lyrics by Blane, is a stage adaptation from the Christopher Award-winning novel, *Three Wishes of Jamie McCruin*. It will be produced by Albert and Arthur Lewis and presented here by the Los Angeles Civic Light Opera Association. Presentation is heralded as the association's biggest preem since its debut of *Song of Norway*.

Jamie will open here July 2 for a four-week stand, play a ditto engagement in San Francisco and then move to Broadway. It gives Capitol its second original-cast disking, other being *St. Louis Woman*, which Cap cut three years ago. It's the first Los Angeles debuting musical to be inked by the diskery. *Jamie's* cast will include William Tabbert, Marion Bell and Cecil Kellaway, with others to be set later. Negotiations were concluded by Alan Livingston, Cap's artist-repertoire veepee, and musical's co-producer, Arthur Lewis.

'King & I' Gets 2 New Songs

NEW YORK, March 24.—Two new songs were added this week to the score of *The King and I*, currently trying out in Boston. The insertions, *Getting To Know You* and *I Have Dreamed*, were eleventh-hour additions; the show opens at the St. James Theater here Tuesday (29).

The two new tunes bring the number of selections in the Richard Rodgers-Oscar Hammerstein musical to 13. The score has been heavily recorded and release date for disks and performances coincides with the opening date, March 29. The first plug tune is *I Whistle a Happy Tune*. Leo Diston, professional for Chappell subsidiary, Williamson Music, is directing professional activity for the score.

Victor Puts 15G Into '17'

NEW YORK, March 24.— RCA Victor this week made its third legit musical show investment by pouring about $15,000 into the forthcoming musical version of Booth Tarkington's *Seventeen*, which is being produced by Milton Berle, Sammy Lambert, and Bernie Foyer. The investment, according to Lambert, will probably insure Victor the original cast recording rights to the show.

The show has a score by Kim Gannon and Walter Kent, and a book by Sally Benson. It is scheduled to go into rehearsal on April 9, and will star an unknown, Kenneth Nelson. Show will be staged by Hassard Short and directed by Richard Whorf.

TD Dickers For S. A. Tour

NEW YORK, March 24.—Tommy Dorsey, thru his personal booker, Jimmy Tyson, is negotiating an eight-week personal appearance tour of Brazil. As the deal now stands he would take his full orchestra for four weeks in Rio de Janeiro followed by four in Sao Paulo.

The plan is for TD to leave for Brazil immediately after finishing on May 6 a two-week engagement at the Shamrock Hotel, Houston.

RCA PLANS NEW 45 R. & B. PITCH

NEW YORK, March 24.—Herman Lubinsky, of Savoy Records, is needling RCA Victor about failure of the company to put across the 45 r.p.m. pitch in the rhythm and blues field with the same degree of success the company has spearheaded the 45 effort in the pop market. Lubinsky received word from Joe Elliott, veepee in charge of consumer products for the RCA Victor division this week, in which Elliott said the company had been studing the r. and b. problem for the past six months and was ready to take action shortly.

Mercury Steps Up R. & B. Line; 40 Sides Mthly.

HOLLYWOOD, March 24. — Mercury Records will release 40 rhythm and blues sides a month, becoming a serious contender in that market. Plan was the result of Mercury's r. and b. topper Austin McCoy's four-week good-will junket which took him thru Chicago, New York, Philadelphia, Washington, Atlanta and New Orleans. Diskery will now be able to concentrate more effectively in the blues field thru McCoy's efforts. While in New York he recorded plattery's top fem r. and b. warbler, Dinah Washington.

McCoy, who acted as salesman, promoter and good-will ambassador, is expected to return East within a week to ink additional artists. After April 15 he will make a third coast-to-coaster, cutting sides with talent signed on the trip. At least 80 per cent of Mercury's r. and b. releases will be composed of originals.

With the closing of Mercury's West Coast artist and repertoire office, McCoy remains the sole label rep here. Harry Geller, ex-a. and r. man for the diskery, will handle Coast dates on a free-lance basis.

TILTING IN STYLE

Speed Fight On in Britain--Politely

NEW YORK, March 24.—The battle of the speeds, which bitterly engaged the entire American disk business for a long period, is now being fought out in England and the Continent. But whereas the American fracas was shot thru with bitterness and name-calling on the manufacturer, distributor, dealer and consumer levels, the British embroglio is being carried out on a gentlemanly and even literary plane. Too, the British picture is not as complicated as was the American scene. There's only one new speed there—33⅓—put out by British Decca. Thus far there are no 45's.

Much of the "struggle" is being aired in the pages of *The Gramophone*, consumer paper covering the disk and phono market.

Recently British Decca carried an ad in the magazine showing an ostrich with his head buried in sand. This treatment, in the form of a fable, presumably depicted the blindness of the other diskeries in refusing to adopt the long-play disk.

HMV, RCA Victor affiliate, answered Decca's ostrich ad with a full-page layout titled "Dickie and the Ostrich." Dickie, of course, is British Decca. This ad was signed by the "Johnson Talking Machine Company," which was the original Victor organization. From an American vantage point, the

(Continued on page 22)

Col Centers Sales in N. Y.

NEW YORK, March 24.—Columbia Records, with a view toward centralization of its sales and promotion operations, is setting up offices in its quarters at 799 Seventh Avenue here for Sales Manager Paul Wexler, advertising and research head Al Earl and coin op rep George Hayes.

The switch-over is for these three department heads only and does not include their departmental personnel, who will continue at Columbia's Bridgeport, Conn., headquarters. Wexler, Earl and Hayes will divide their time between Bridgeport and here.

Addition of the three new offices will require reconstruction of the Columbia space here.

Lombardo Plus Ames Bros. To Gross Half-Mil

NEW YORK, March 24.—Concert tour of Guy Lombardo and the Ames Brothers, which kicked off February 21, may wind up with a total gross in the neighborhood of $400,000 to $500,000, according to present indications. This is heavy moola for a two-month tour.

Trek winds up April 22, following which Lombardo takes a brief vacation prior to opening at the Roosevelt Grill here May 1. Returns look so lush that it is considered likely that Music Corporation of America will map out similar concert bookings for attractions possessing box-office potential.

To date the Lombardo-Ames package has grossed in the neighborhood of $200,000. There are still 31 dates to be played, or slightly over half the tour.

First 15 days of the tour wound up with a total gross of $81,923. Since then the following dates and grosses have been played: Municipal Auditorium, New Orleans, March 9, $7,950; Coliseum, Lafayette, La. (10), $5,000; Beaumont, Tex. (11), $5,850; San Antonio (12), $7,232; Fort Worth (14), $5,670; Wichita Falls, Tex. (16), $7,540; Amarillo, Tex. (17), $7,393; Oklahoma City (18), $6,918; Enid, Okla. (20), $4,050. In addition, package played four dates for flat guarantees.

Late this week Lombardo and the Ames Brothers were in Kansas. Tour is still scheduled to go into Missouri, Iowa, Nebraska, Illinois, Wisconsin, Indiana, Michigan, Ohio and Pennsylvania and wind up in Syracuse, N. Y.

See Soaring Local 47 $$

HOLLYWOOD, March 24.—Scale earnings in 1951 for Local 47, American Federation of Musicians, are expected to be the highest since 1948. Figure three years ago hit $18,000,000, but dropped to $16,000,000 in 1949 and 1950. Twenty per cent nitery hike, combined with radio and television scale boosts, will up earnings at least $1,000,000. Growth of TV, installation of the coaxial cable on the Coast and the TV-5 per cent royalty pact will raise union earnings to possibly pass the 1948 figure.

In 1947 the $23,000,000 figure was reached by Local 47. However, that is not an accurate figure. In that year local execs called for payment of dues in arears, which accounted for about $4,000,000.

Scale hike of 20 per cent, effective January 22, has been met by local nitery ops and less than a half dozen sidemen were dropped. Negotiations with radio and TV stations has brought additional pay boosts. Film companies, making pix specifically for video, have agreed to use live music, thus giving the union another source of revenue.

Incumbents, Yellen Win ASCAP Election

NEW YORK, March 24.—All incumbent candidates were returned to office in the American Society of Composers, Authors and Publishers directorate election when the ballots were counted Thursday (22).

The sole new name on the board is Jack Yellen, who, as predicted here, won the place on the writer half of the board left vacant when Ray Henderson declined to run again.

The 12 writers and 12 publishers elected will serve two-year terms.

The return of the 12 publisher incumbents was virtually a foregone conclusion. Publishers get one vote for each $500 of income; the concentration of voting power in a few catalogs invariably assures the election of a group of candidates approved by the few heavyweight firms. The re-elected pubbers are in the pop-production group, Louis Bernstein, Saul Bourne, Irving Caesar, Max Dreyfus, Bernard Goodwin, Jack Mills, Abe Olman, Jack Robbins and Herman Starr. In the standard group, Frank H. Connor, Donald Gray and Gustave Schirmer. Ol-

(Continued on page 22)

Music machine operators, distributors and manufacturers at the Music Operators of America second annual convention in Chicago last week revealed that, with the assured suport of disk and needle manufacturers, recordings artists and music publishers, the battle for survival will take on added vigor in the months ahead despite the national emergency. Complete convention details appear on Page 73.

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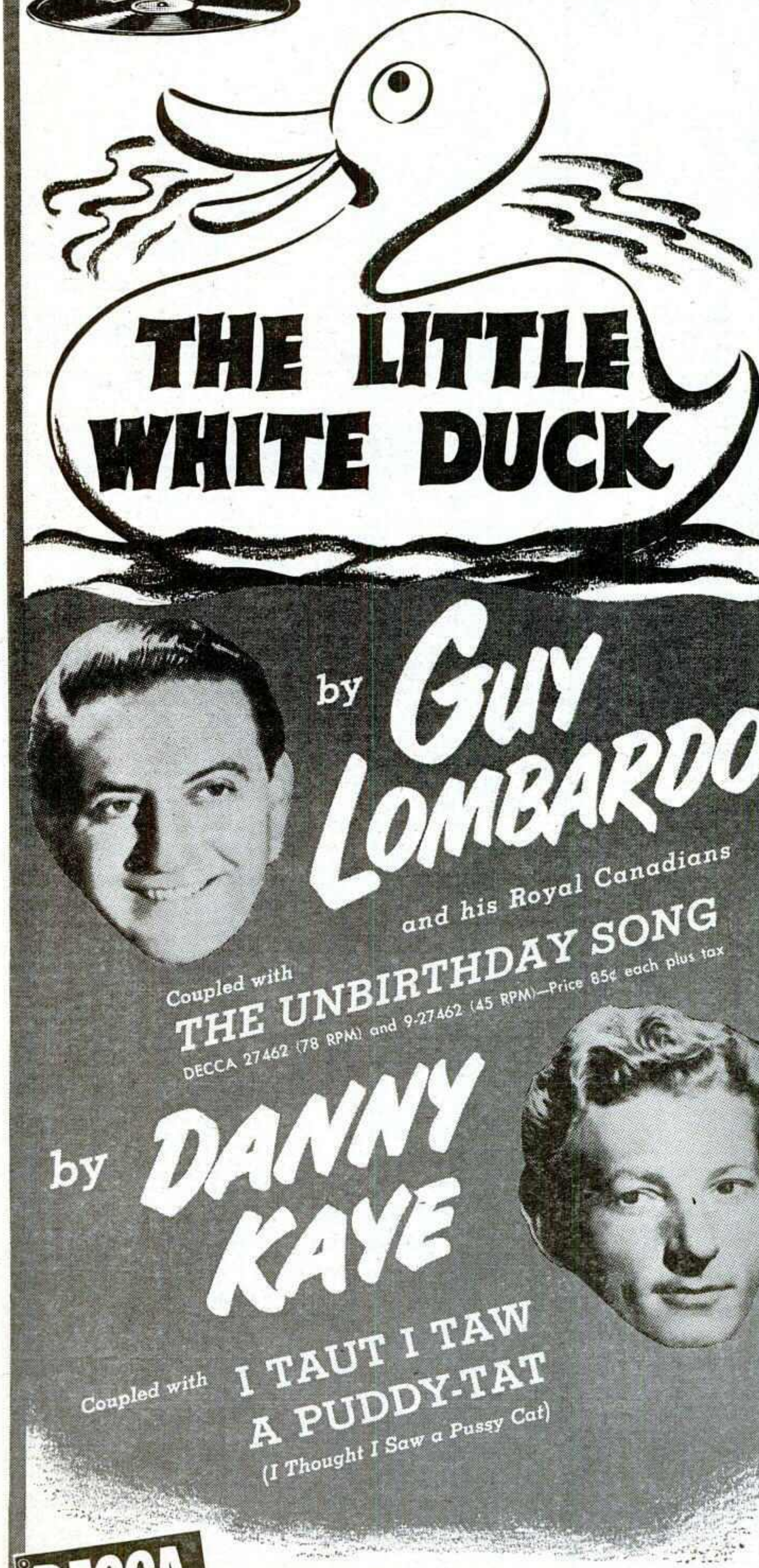
2 GREAT VERSIONS



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DECCA 27456 (78 RPM) and 9-27456 (45 RPM)—Price 85¢ plus tax

Children's Set K-28—10-inch 78 RPM Deccalite* Record—Price $1.00 plus tax

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*Unbreakable Under Normal Use

NEW RELEASES AVAILABLE FOR IMMEDIATE SHIPMENT

What Will I Tell My Heart?	BUDDY JOHNSON AND HIS ORCHESTRA
Dr. Jive Jives	Decca 27486 and *9-27486
Milky White Way	RED FOLEY with JORDANAIRES
He'll Understand And Say Well Done	Decca 14553 and *9-14553
I'm Tying The Leaves So They Won't Come Down	DICK THOMAS
Esmereldy	Decca 46301 and *9-46301
Sending Up My Timber	MARIE KNIGHT
On Revival Day	Decca 48203 and *9-48203
Kentucky Waltz	ERNEST TUBB and RED FOLEY
The Strange Little Girl	Decca 46311 and *9-46311
I'm Moving On No. 2	LONZO and OSCAR
Give Me An R C Cola And A Moon Pie	Decca 46312 and *9-46312
Chew Tobacco Rag	SPADE COOLEY
The Rhumba Boogie	Decca 46310 and *9-46310
The Syncopated Clock	LEROY ANDERSON
The Waltzing Cat	Decca 40201 and *9-40201
That's The One For Me	SONNY BURKE
The Sidewalk Shufflers	Decca 27541 and *9-27541

*Indicates 45 RPM Version

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Viennese Operetta Favorites from
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Sung in German
DL 7511 • 10-inch Long Play Microgroove Unbreakable Record • Price $3.85

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Ferenc Fricsay, *Conductor*

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for Piano and Orchestra with
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SERENADE FOR STRINGS, Opus 48
NWDR SYMPHONY ORCHESTRA, HAMBURG
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Available in 78 rpm

The Land Of Smiles (Dein is mein ganzes Herz) (Yours Is My Heart Alone)	RICHARD TAUBER
The Gypsy Baron (Als flotter Geist, doch früh verwaist) (As a young man, though orphaned early)	Decca 16011
Frederica (O Mädchen, mein Mädchen) (O Maiden, my Maiden)	RICHARD TAUBER
Frederica (Sah' ein Knab' ein Röslein steh'n)	Decca 16012
The Merry Widow (Lippen schweigen, 's flüstern Geigen) (Waltz Song—I Love You So)	RICHARD TAUBER
White Horse Inn (Adieu, mein kleiner Gardeoffizier) (Goodbye)	Decca 16013
Giuditta (Schönste der Frauen) (Loveliest of Women)	RICHARD TAUBER
Giuditta (So wie um den Sonnenball) (My Every Thought, My One Desire)	Decca 16014

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Music as Written

Bridgeport Ritz Sets Band Bookings . . .

Among bookings set for the Ritz Ballroom, Bridgeport, Conn., are **Roy Stevens,** April 1; **Ted Weems,** April 8; **Sam Donahue,** April 15; **Les Brown,** April 29; **Freddie Martin,** May 6, and **Ralph Flanagan,** May 20.

Stokowski To Conduct Europe Orchestras . . .

Longhair conductor **Leopold Stokowski** sails for Europe in mid-April to make a Continental tour. He will conduct leading orchestras in England, Scotland, Holland, Belgium, Switzerland, Germany, Spain and Italy. Stokowski also will conduct at Austria's famed Salzburg Festival. The noted maestro currently is winding up a lengthy American and Canadian trek. He will follow the same plan of repertoire on the European stint that he did here, with programing heavily featuring the works of modern composers.

Palladium's Vollmer Heads East for Band Look-See . . .

Earl Vollmer, manager of the Palladium, is heading eastward to survey bands for the Hollywood dance spot. Vollmer will look over orks in Chicago, St. Louis and New York. One of the bands Vollmer is known to be interested in is the **Teddy Phillips** crew, currently on tour in the East.

Discovery-Countrepoint Deal for Schoenberg Wax . . .

Discovery Records, Hollywood indie, is negotiating with Contrepoint Records, of Paris, for **Arnold Schoenberg** masters never before released in this country. Deal would consist of an exchange of masters, with Contrepoint choosing from Discovery's entire catalog. Actual selections for release on LP, which would have their disk preem on Discovery, were not available. Contrepoint is owned by **Leon Kaba,** Jazz Disques of France prexy.

Nick Therry Named Coast Rep for RPS . . .

Nick Therry, owner of Spinet Records, last week was named Coast rep for the Record Promotion Service. Firm is operated by **Joey Sasso** and associates, with offices in Chicago and Cleveland. Clientele includes **Don Cornell, Herb Jeffries** and **Russ Domino.** Therry also operates Empire Songs and Hines Music. RPS's current plugs are "When Sunday Comes Around," "On Theme," and "I Just Blew in From the Windy City," soon to be released on London.

Lorraine Cugat Ork Gets More Coast Dates . . .

Carlos Molina-Igor Dega Agency has booked additional dates for the new **Lorraine Cugat** rumba ork, assuring Mrs. C. of a solid series of break-ins for her crew. Orkster's estranged wife will play the Los Angeles City College dance May 5; Fresno, 10; Bakersfield, 11; Salinas, 12, and Oakland, 13, all in California. Band will get $1,250 against a 60 per cent slice for the college dance, and $1,650 against a 50-50 split for the one-nighters.

New York

George Pincus, general manager of Shapiro-Bernstein, left Tuesday (27) to join **Louis Bernstein** in Miami Beach. . . . **Marie Powers's** Atlantic LP album, "Heart Songs," is being released to coincide with the opening of her picture, "The Medium," in two weeks. . . . **Sigmund Romberg** and **Charles Tobias,** who wrote "Zing Zing—Zoom Zoom," have a follow-up in "Faithfully Yours," published by Witmark. . . . **Howard Miller,** son of Music Publishers' Contact Employees Prexy **Bob Miller,** is recuperating from a minor operation at Wickersham Hospital.

Hannah Lenneberg, of The Billboard's music department, is marrying furrier **Jack Altbush** at the Stephen Wise Free Synagogue on April 8. . . . The International Federation of Mechanical Societies will meet in Paris beginning April 15. . . . **Tino Barzi, formerly with Art Mooney, has joined Tommy Dorsey** as road manager. . . . **Johnny Green** has joined Barton Music as professional manager; **Paul Colby** stays on as contact man. . . . **Anita O'Day** goes into the Club Rendezvous, Toronto, April 2. . . . **Herb Krohn,** of the London Records legal department, became the father of a son, **Scott.**

Sam Donahue, who led a navy band during World War II, has been ordered to report for his naval induction exam April 16. . . . **Gordon MacRae,** vacationing in Palm Springs, Calif., opens a two-week engagement at Chicago's Oriental Theater April 19. . . . Warbler **Tony Bavaar** has been renewed for the "Club Seven" show on WJZ-TV.

Remington Records reopened its branch offices in Detroit and Chicago. The diskery's president, **Don Gabor,** leaves for Europe April 10. . . . **Ralph Berson,** Peter Pan Sales exec, back from a lengthy cross-country tour. . . . **Three Beaus and a Peep** have been signed as regular vocal group on the NBC-TV **John Conte** "Little Show." . . . **Macklin Marrow,** MGM Records musical director, recuperating at home after an emergency operation for acute appendicitis. . . . Press agent **Sid Ascher** has signed singer **Bea Arthur** to a personal management deal.

Lisa Kirk will sing at a meeting of Pittsburgh area dealers Thursday (29) sponsored by the RCA distribber in that city. The meeting will be held at the Hotel Schenley. . . . **Tommy Russell** has inked warbler **Joe Marine** to a personal management pact.

Chicago:

Teddy Phillips' ork and **John McCormick,** the free-lance d. j., are cutting an audition disk for an open-end e. t. series, which MCA here will sell. . . . **Les Paul** Trio back on personals, with the **Ed Sullivan** TV-er April 1 and a date on the **Steve Allan** CBS TV show following. GAC has set the Paramount Theater, New York, for the Capitol disk trio around the end of May. **Wally Kamen,** ex-**Art Van Damme** bass, is working with Paul and **Mary Ford.** . . . **Leonard and Phil Chess** have cut a disking by **Al Benson,** the local r. and b. disk jockey, with Benson's vocal featured.

Bill Crowe, manager of the Tromar, Des Moines' Archer terp spot, is back in service at Rapid City, S. D., air base. . . . **Bud Katzel** is doing Midwest d. j. contact work for Decca. . . . **John Carlo,** cocktail skedder for McConkey Artists' here and his frau, **Sunday Smith,** are parents of a son, **John Jr.** . . . **Charley Herzog,** who operated Herzog Recording Studio, Cincinnati, and was part-owner of the **Jimmie Skinner** record shop there, died last week. . . . **Sam Evans,** former free-lance r. and b disk jockey, is the first Negro spinner hired by a local network outlet, currently working a midnight half-hour shot on WGN, the MBS outlet.

Hollywood

Robert Merrill will voice four tunes by **Ray Evans** and **Jay Livingston** in Paramount's "Aaron Slick From Pumpkin Crick," which rolls April 2. . . . **Jo Stafford** will be doing five a week on "Club 15." (March 26-April 2). Previously she handled Tuesday and Thursday stints. New days are until a new gal is found, at which time Miss Stafford shifts to Tuesday, Wednesday and Thursday. . . . Associated Booking Corporation set **Russ Morgan** for the Los Angeles Home Show, June 14-24, at the Pan-Pacific. . . . **Lionel Hampton** brings his "Cavalcade of Jazz" to Wrigley Field July 8. . . . Songstress **Aileen Stanley Jr.,** niece of the **Aileen Stanley** of old-time vaude, entertained the Press Club at an 8-Ball luncheon. . . . **Jimmy Wakely** plays the "Western Jamboree" at Albuquerque, N. M., Saturday (31). . . . **Dinah Shore** was honored as the most listened to woman in the world by the Allied Musical Institute. . . . **Frankie Laine** cut four sides for Mercury with **Harry Geller** on the podium. . . . **Daniel Amfitheatrof** will pen an original score for Warners' "Tomorrow Is Another Day." . . . Orbit Records' disking of "Fire on the Mountain" will be used to kick off the 1951 forest fire prevention campaign in April. Tune was cleffed by **Bill Cody** and **Carl Eugster.** . . . Former pic thesps **Leah Baird, Gertrude Astor** and **Creighton Hale** cast for WB's musical, "Painting the Clouds With Sunshine."

ABC's **Cliff Aronson** to middle-aisle it in April. . . . Composer **George Duning** signed a two-year pact with Columbia pix. . . . **Charles Bechtel** left Discovery Records to continue his college studies. . . . Mills Music's No. 1 plug song for April is "The Syncopated Clock," theme for a CBS TV show. Lyrics were scribed by **Mitchell Parish.** Music is by **Leroy Anderson.** . . . Mercury's latest in the r. and b. field are couplings by **Oscar Lollie** and **Frank Ervin.** . . . **Ray Robinson** now airing his disk jockey show from the Capitol Record Store. Deejay, formerly on KGFJ, is with KFOX (Long Beach). . . . Chirp **Damita Jo** on tour with **Steve Gibson and Red Caps.** . . . Discovery released "Airplane Blues" and "Helen's Blues" with **Helen Humes** and **Dexter Gordon's** ork. . . . **Carolina Grey,** ex-**Woody Herman** singer, goes with the **Jerry Wald** ork. . . . **Wes and Marilyn Tuttle,** Coral warblers, on **Redd Harper's** AFRS weekly show. . . . **Anna Mae Winburn's** coast-to-coast tour kicked off Thursday (22) in Dayton, O. . . . **Alex Paterson,** Scottish singer, booked for eight weeks at the Celebrity Club, Sydney. . . . **King Perry** plays the Easter dance at Mission Beach Ballroom, San Diego. . . . **Jane Powell-Dave Rose** combo cut tunes from "Rich, Young and Handsome" on MGM. . . . **Dinah Washington** goes into the Creole Palace, San Diego, for an April date. . . . **Gatemouth Brown** and ork due in town from Houston for a one-nighter tour. This is Brown's first Coast visit. . . . **Amos Milburn** and His Hollywood Revue booked in Oakland, Calif., for Easter.

Hartford, Conn.

Jimmy Mattingly is now a featured vocalist with **Frankie Primack's** orchestra at The Hedges. . . . The **Van Lee Trio** is playing for dancing at the Royal Diner Friday and Saturday nights.

Thru the courtesy of the record and transcription fund of Local 400, American Federation of Musicians, the services of **Paul Landerman's** orchestra were obtained for a "Salute to the Armed Forces Night" staged by B'nai B'rith recently. . . . **Mike Rogers,** president of Local 400, entered Mount Sinai Hospital for medical treatment.

Audio-Master Now Platter Distribber

NEW YORK, March 24.—Audio-Master Corporation, supplier of audio-visual aids, is distributing educational diskings. One series, the Vox Music Master platters, comprises eight 10-inch LP's, each devoted to one of eight classic composers. Highlights of the life and music of the composers are presented, oriented to stimulate children's interest in good music. The series was conceived by George Mendelssohn, head of Vox Records.

Audio-Master is also distributing the Ethnic and Folkways diskings of on-location recordings of folk music nade in the United States and various countries abroad. Filmstrips and other related educational materials are made available in conjunction with the recordings. Some 40 LP platters are included in this series.

GAC Inks Marterie To One-Year Pact

CHICAGO, March 24.—Ralph Marterie, the trumpet-playing leader of the Mercury recording production-type band, inked this week with General Artists' Corporation. He signed a one-year pact.

Marterie will break in his band playing week-end college dates, starting with a local prom here April 5. He intends to use a 14-piece ork, with one vocalist. Ork will be a reed and brass combo, but will not carry the entire string section heard on his Mercury disks.

Marterie is carrying on his work as a trumpeter at American Broadcasting Company here and has not yet determined when he intends taking out a road band. Mercury intends to keep a steady stream of releases out on Marterie.

TV-Phono Merchandising

NEW YORK, March 24.—Announcements this week that Admiral had cut prices of table model video sets from $30 to $40, and that DuMont TV manufacturing was being cut to a four-day-a-week schedule further pointed up the fact that the only shortage seriously affecting the TV industry is a shortage of ready customers.

As previously reported in *The Billboard,* set prices are continuing to drop at the retail level. Discounts offered to potential customers are now as high as 40 per cent on some models, with 30 per cent discounts considered "standard." Big retail worry in the East is that a "price-war" may break out among dealers heavily loaded with high-priced inventory.

Admiral dropped the price of a 17-inch table model to $249.95, a 16-inch set t $209.95, and a 16-inch ebony plastic table model to $199.95. While most other major firms deny that they may follow suit, it is generally believed that the denials will prove to be nothing more than "talk" within the next two months.

TV Firms' Annual Reports Show Big $ Hikes . . .

Sales and earning reports made this week by Philco, Motorola and Avco (Crosley parent firm) show that both business and profits boomed for the firms during 1950, and even during the first three months of the 1951 fiscal year. Philco reported a sales increase in 1950 over 1949 of 56 per cent, reaching the figure of $335,318,000. Same company's 1950 earning totaled $15,484,000, against $5,692,000 in 1949. Philco surpassed all records in its 58-year history in respect to sales, earnings, dividends, wages and working capital. Motorola's statement shows that 1950 sales and net earnings doubled those of the previous year, and were at an all-time high for the firm. Sales totaled $177,104,669, with earnings reaching $12,809,247. Avco reported that earnings for the first three months of the current fiscal year were $3,590,967—triple those of the same period in 1949.

NARDA Preps Members On TV Freeze Lift . . .

Forthcoming issue of the National Appliance & Radio Dealers Association newspaper, *Appliance and Radio Dealers' News,* advises members to maintain close contact with local broadcasters who may open video stations when the government TV freeze is lifted. Dealers are told to campaign for either all VHF or all UHF stations in their towns, with NARDA recommending that members campaign for VHF outlets. Admitting that most regions not now serviced by a TV station won't get service until 1953, NARDA still points out that now is the time to start working for the inside track.

Califone Intros New Three-Speed Phono . . .

A new three-speed manual phono in portable carrying case was introduced last week by the Califone Corporation, Hollywood. Player is said to be extremely lightweight and features a six-inch oval speaker and connections for additional amplifiers or loud speaker. List price of the unit is $54.95 plus tax.

Plan To Widen TV Market Coming From Meck! . . .

According to **John Meck,** president of Meck Industries, his firm will shortly reveal a plan to open a vast new market for video sets. He claims the plan will increase the market potential by 25 per cent and is not connected with price reductions.

Rendezvous Sale Catches Kenton With Baton Down

HOLLYWOOD, March 24.—Sale of the Rendezvous Ballroom in Balboa, Calif., by Bob Murphy to a combine headed by H. D. White left orkster Stan Kenton temporarily out of summer bookings. Murphy had a verbal agreement with Kenton to give him first refusal on buying the dancery.

Ike Carpenter goes in Saturday (31) and Louis Armstrong and His All-Stars take over the end of May, following a return engagement at the Oasis.

Last year, after his concert tour, Kenton took part of his band into the Rendezvous to keep this crew intact. The stand was so successful he decided to make another bid in the dance field. Currently at the Palladium, the batoner leaves April 1 for a five-week tour of one-nighters in the Pacific Northwest.

This is the fourth Coast spot Associated Booking Corporation has nabbed exclusively within the past month. Agency recently inked pacts with Oasis, Los Angeles; Ozark, Portland, Ore., and San Francisco's 150 Club, all jazz spots.

BB = $$

Cleffer Reads It Here, Wins Capital Prize

WASHINGTON, March 24.—When Hollywood songwriter Jimmy Dodd stepped off a plane here to collect a $1,000 award for his top prize-winning official song about the nation's capital this week, one of the first questions asked him by newsmen was: "Jimmy, how did you first learn about the contest?"

Answered Dodd: "I read about it in *The Billboard.*"

Dodd wound up five days of royal treatment here Thursday (22) as composer of *Washington,* the tune selected in a nationwide competition as the capital's official song. He was greeted at the national airport on his arrival from Los Angeles last Saturday by a delegation of city officials and a battery of newsmen from major press associations, several out-of-town newspapers, radio stations as well as the local press. Last Monday the 41-year-old musician received his cash award at a luncheon in his honor at the Mayflower Hotel. Sigmund Spaeth made the award in the presence of a big turnout of D. C. officials. Dodd also received a copy of the district commissioners' proclamation giving the song official status.

While here Dodd made several radio and TV appearances, and appeared at the Capitol Theater with Jack Kaufman, who recorded Dodd's song. Supreme Court Justice Harold H. Burton, an Ohioan, honored Dodd at a luncheon. Dodd is a native Ohioan. He got his start in radio as a guitarist on the Bob Burns-Ginny Sims program in St. Petersburg, Fla., in 1934.

Remick is publishing.

"Satchmo Symph" LP's for Decca

NEW YORK, March 24.—Under the title *Satchmo at Symphony Hall,* Decca Records is going to issue a two, 12-inch, long-play disk package housing recording of a concert given by Louis Armstrong and His All-Star Band in Boston's Symphony Hall November 30, 1947. The diskery intends merchandising the package in a similar manner to the methods by Columbia in pushing the Benny Goodman Carnegie Hall concert album into the best-selling lists.

The Armstrong package contains 18 of the famed jazz tootler's numbers, including such favorites of his repertory as *That's My Desire, On the Sunny Side of the Street, High Society, King Porter Stomp* and *Black and Blue.*

DECCA DANCES FLICK TANGO

NEW YORK, March 24.—Decca Records has effected a tie-in promotion deal with Columbia Pictures for the forthcoming flicker biog, *Valentino.* Diskery has sliced an album of tangos, five of which are prominently spotted in the score for the movie. Included is the new *Valentino Tango,* written especially for the score. Diskings were sliced by the Castilians, a specially organized group conducted by Victor Young.

Flicker firm and diskery will collaborate primarily on radio promotion of the movie via spins of the recordings of the songs from the movie.

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Dear Nat:
When it comes to
"Pouring the Cole" to a
great ballad, its ---

*always you

with chorus and orchestra conducted by LES BAXTER 78 rpm No. 1401 45 rpm No. F1401

nat king cole

Capitol RECORDS HOLLYWOOD

* ST. NICHOLAS MUSIC INC

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Patti Page Leads the Way

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Nickel. Miss Gibbs, of course, is a vet trouper but she never before has had aid of hit wax.

Another Example

Still another example of the femme infiltration is the success of the Les Paul multiple-dub diskings which feature the warbling of his wife, Mary Ford. Paul's hottest diskings have been *Mockin' Bird Hill*, his coverage of *Tennessee Waltz* and *How High the Moon*, the last named issued only two weeks ago and already on the best seller lists.

The rise of the femme brigade is explained as a result of the military training program. Feeling is that the acceptance of femme wax after so long a drought is a parallel to the "pin-up" girl popularity established during World War II.

It also is pointed out that the gal singer movement is sparked by a crop of fairly new talents who are being merchandised on wax primarily thru the use of gimmicks. Miss Page, for instance, set off a style of singing in duet and trio with herself by means of dubbing back her voice onto the master. This gimmick was adapted to make *Brown Eyes* with Miss Clooney, *Feel the Same* with Miss Gibbs as well as the Paul series of diskings with his wife.

Nidorf Theory

It is to be remembered that Mike Nidorf, who handles Jo Stafford, a couple of years ago propounded on the theory that girl singers, as a show business entity, can hold their own if they are adroitly handled and merchandised. His pitch was directed toward ad agencies and radio, both of which he claimed favored male singers to thrushes. This he felt was prejudice and he proceeded to try to disprove it by sending Miss Stafford out on her first one-night tour in several years. Her two-week tour was highly successful.

The back-to-the-gals movement actually took root about this time last year with the smash of Teresa Brewer via *Music, Music, Music*, Eileen Barton via *If I Knew You Were Coming I'd a Baked a Cake* and Miss Page's medium hit waxing of *With My Eyes Wide Open, I'm Dreaming*. After these diskings petered out, there was several months' lull before Miss Page took command of the situation and started femme stock on the upgrade.

Another BMI Pin-Up Hit!
"More Than I Care To Remember"
Published by Spitzer
Recorded by
Gordon Jenkins ..... (Decca)
Ray Anthony ..... (Capitol)
Bill Farrell ..... (MGM)
Ames Brothers ..... (Coral)
Licensed exclusively by
BROADCAST MUSIC, INC.

THE LITTLE GENERAL
presents:
"LITTLE SMALL TOWN GIRL"
"THE LITTLE WHITE DUCK"
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"SOMEBODY STOLE MY HORSE AND WAGON"
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9109 Sunset Blvd., Hollywood
CR 1-5254

"I WON'T CRY ANYMORE"
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CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

WHAT??
"NEVER BEEN KISSED"
GEORGE PAXTON INC.
1619 Broadway • New York 19, N.Y.

Tilting in Style

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point of this ad seemed to be that an ostrich who stretches out his neck too far might get it chopped off.

British Decca countered with an ad showing a picture of a witch stirring a caldron—at 33⅓ revolutions per minute.

Solidly on Fence

Also in recent issues of *The Gramophone*, Murdoch's, a leading dealer, has run ads pointing out that this haggle over the virtues of the different speeds indicates the essential virility of the record business. Murdoch's copy, titled "On Taking Sides," was right down the middle.

March issue of *The Gramophone* has another Decca ad carrying out the fable motif. Layout, titled "Proud as a Peacock," pictures one of those birds. Then copy explains: "He is just an ordinary little man, who thinks for himself, named Jones (or Featherstonhaugh), but in his heart he's as proud as a peacock. For weeks past he's been delighting and astounding his friends with his Decca long-playing ffrr records."

British Decca's problem is to get enough two-speed players produced. Company is hard pressed to keep up with the demand. HMV thus far has not gone into two-speed production.

Decca, in its first four 33⅓ releases, averaged 41 disks per release. In addition, the Decca catalog abroad carries 68 Brunswick, London and Capitol records, making a total of 232.

NAMM Files

• Continued from page 17

House Ways and Means Committee.

The letter, signed by NAMM President Ray S. Erlandson, points out that if it were not for the Korean situation the tax on instruments would have been reduced to 5 per cent. Permitting the tax to remain at its present level therefore actually doubles what it would have been under peacetime conditions.

Main Points

The major points in NAMM's protest are as follows: (1) Over 10 per cent of all musical instrument sales represent the essential means of livelihood of music teachers and musicians; (2) over 80 per cent of all musical instruments are purchased for educational and character building purposes; (3) there is a critical age for musical learning which should not be abridged; (4) the musical instrument industry has never been so much expense to the government as to justify a 25 per cent tax, and (5) the added revenue derived from a tax increase is disproportionate to the ill effects which may result from the tax.

Education Dept.

• Continued from page 17

sets and audio and visual educational aids exhibit at the conventions.

Among the pubbers in attendance are representatives from the Big Three, Warner's, J. J. Robbins, Chappell, Bourne, Carl Fisher, J. Fisher, Leeds, E. H. Morris, G. Schirmer, Gordon V. Thompson, Associated, Mills, Boosey and Hawkes and many others.

JAZZ ADDED TO "TREASURY"

NEW YORK, March 24.—RCA Victor, which has scheduled a series of Red Seal additions to its *Treasury of Immortal Performances* series, also has six jazz albums in preparation for the series. The sets, compiled under the direction of a. and r. staffer Steve Sholes, are scheduled for release some time this summer. They include a Louis Armstrong jazz concert, an album of Benny Goodman big band sides, one of eight Muggsy Spanier sides, a Fats Waller album, a Bunny Berigan album and an album of unreleased Duke Ellington tunes.

CRG To Issue 1st Album, 'Cinderella'

NEW YORK, March 24.—Children's Record Guild, kidiskery which operates on both the subscription club plan and thru regular disk distribution channels, will issue its first children's album early in April. The label has had special story material written by Leo Israel for Prokoffief's *Cinderella* ballet music. The two-record albumette will retail for $2.30 including tax. Success of the package will mean that CRG will release a series of albumettes.

The album is scheduled for heavy consumer promotion via radio, TV and magazine advertising. In addition the label is offering a free two-record package to each dealer who buys 12 *Cinderella* sets or 24 of any of the label's other kidisks.

Orks Working

• Continued from page 17

enforce the six-day plan, permitting none of its bands to perform a full week.

Barnet went into the Oasis Friday (23) for two weeks. Oasis maintains that as Barnet is not playing for dancing he should be considered an act, not a band. Local 47 refused to recognize Barnet as an act and Barnet must bring in a combo or stagger his band in order to stay at the nitery. Barnet told *The Billboard* yesterday he would bring in a combo Monday (26) rather than go to the expense and trouble of staggering his crew. Scale for the combo will come out of Barnet's guarantee rather than from the Oasis.

SPA Mulls Auditor

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an agent would be only an implementation of the 1947 contract, Paragraph 11, which reads (in part): "The publisher shall from time to time, upon written demand of the writer or his representative, permit the writer or his representative to inspect at the place of business of the publisher, all books, records and documents relating to the composition and all licenses granted, uses had and payments made therefor, such right of inspection to include . . . the right to examine all original accounting and records relating to . . . phonograph records, and the writer and his representative may appoint a certified public accountant who shall at any time during usual business hours have access to all records of the publisher relating to the composition for the purpose of verifying royalty statements rendered. . . ."

10-Inch Kidisk

• Continued from page 17

in the planning stage, but execs of the book-disk firm say that the 10-inch series will be premiered at the July convention of the National Association of Music Merchants.

Tho price of the new series has not been set, it is expected that the records will sell at about the $1 level, a complete switch from the label's previous position of selling only 25 cents kidisks. The 10-inch records are planned to be pressed via the same injection molding process now used for the label's seven-inch disks. Distribution plans calls for the line to be sold thru regular disk channels with the possibility that Simon & Schuster will enter the subscription club field.

Eberly's Cap Pact Relinks Warbler Team

HOLLYWOOD, March 24.—Capitol Records this week inked Bob Eberly to reunite last decade's top-selling team of Eberly and O'Connell. Diskery signed songstress Helen O'Connell last fall and is currently enjoying sales success with her more recent releases. Eberly will get a big build-up as a solo balladist before being paired with Miss O'Connell. Warbler will be given No. 1 plug tunes and be promoted on a level with Gordon MacRae and Dean Martin.

He last recorded for Decca in 1942 as part of the Eberly-O'Connell duo featured with the Jimmy Dorsey ork. *Brazil*, one of the top sellers of that year, was his last disking and, co-incidentally, the last one cut by Miss O'Connell for Decca. Following waxing of Decca's *Brazil*, American Federation of Musician disk ban went into effect. Before ban was lifted Eberly had joined the service and Miss O'Connell retired from the field to marry. Eberly joined the Dorsey Brothers in 1935, when he was 16, and went with Jimmy Dorsey when the brothers' ork split.

Top hits of the Eberly-O'Connell team include *Amapola*, *Green Eyes* and *Brazil*, while his top-selling solo included *Maria Elena*. Currently working in the East, Eberly won't cut for Cap until May, when he's skedded to play a Sunset Strip spot. Long-term recording deal was closed by Eberly's manager, John Brown, of Spotlite Attractions, and Dave Dexter, of Capitol's artist-repertoire department.

MPHC Gets Right To "Engine" Title

NEW YORK, March 24.—The Music Publishers Holding Corporation, which recently opened a special kiditty division, this week acquired the song rights to *The Little Engine That Couldn't*. The title, which served as the source for a longtime best-selling Victor kid album by Paul Wing, was protected by trademark held by the book publisher firm of Platt and Munk.

The pubbery already has had a song written to match the title. The tune ,aimed for the kiditty market, was penned by Milton Pascal and Gerald Marks. It will be submitted for diskings soon, and the pubbery has put a September 15 release date on the song. The deal was negotiated for the pubbery by Harry Garfield, who heads up the kiditty operation for the firms.

Incumbents

• Continued from page 16

man garnered the most votes, some 8,000 with Starr running second and Bernstein third.

With the pubber contest viewed as cut and dried, trade interest had focussed on the writer election, in which a Coast group and Pinky Herman had tried to elect Ned Washington as a write-in candidate and John Redmond as an independent on the ballot. Washington's 25,000-odd points got him 13th place in the race for the nine pop-production openings. Redmond got 27,000-odd votes, for 12th place. Harry Ruby scored 16th as a write-in, with 2,000 votes.

In their order of finish, the writer directors are, in the pop-production division, Otto Harbach, Oscar Hammerstein, Paul Cunningham, Fred Ahlert, Gene Buck, Edgar Leslie, George Meyer, Jack Yellen and Stanley Adams. In the Standard group, Walter Kramer, John Tasker Howard, Deems Taylor. Bob MacGimsey was runner-up, some 40,000 votes behind Taylor. Writer votes are apportioned on the basis of one vote for each $20 of income.

Election of officers will be held early next month; the board votes for the officers. It is expected that Harbach will be re-elected to the presidency and will accept the post. He has indicated a willingness to remain in office at least until ASCAP's three big headaches have been alleviated. They are: the confusion attending the writer classification set up, the TV per-program hassle and the knotty negotiations with the film producers for a blanket licensing pact.

Gripes Pop

• Continued from page 17

employed, and the forcing of the show into a studio would mean the creation of additional employment. The exec stated that the TV show, *The Stork Club*, over the Columbia Broadcasting System, had caused a general misconception in the trade. Most nitery operators figured this stanza came directly from Sherman Billingsley's plush bistro. According to the union, however, the show really originates in a specially built studio in the Stork Club building. It is not therefore, a "remote."

Clubs in Middle

Several nitery operators caught in the middle because of the foggy TV remotes situation claim that their only out is to close the spot during the telecast and admit the audience by studio ticket only. Such an arrangement, however, forces the show to be telecast in the early evening or afternoon, or makes the operator lose a certain amount of paying customers if the telecast is set for regular club hours.

Now, however, the entire matter is in the hands of the AFM rather than the locals. According to the new contract all TV remotes, "whether local or network," shall be within the exclusive jurisdiction of the AFM as distinguished from the locals." Bistro and other location owners hope to get some clarification from the national AFM.

SPARROW IN THE TREETOP
SANTLY-JOY, Inc.
1619 B'way N. Y. 19

BE MY LOVE
From the M-G-M picture
"THE TOAST OF NEW ORLEANS"
recorded by
RAY ANTHONY ..... Capitol
LES BROWN ..... Columbia
BILLY ECKSTINE ..... M-G-M
MARIO LANZA ..... RCA Victor
VICTOR YOUNG ..... Decca
MILLER MUSIC CORPORATION

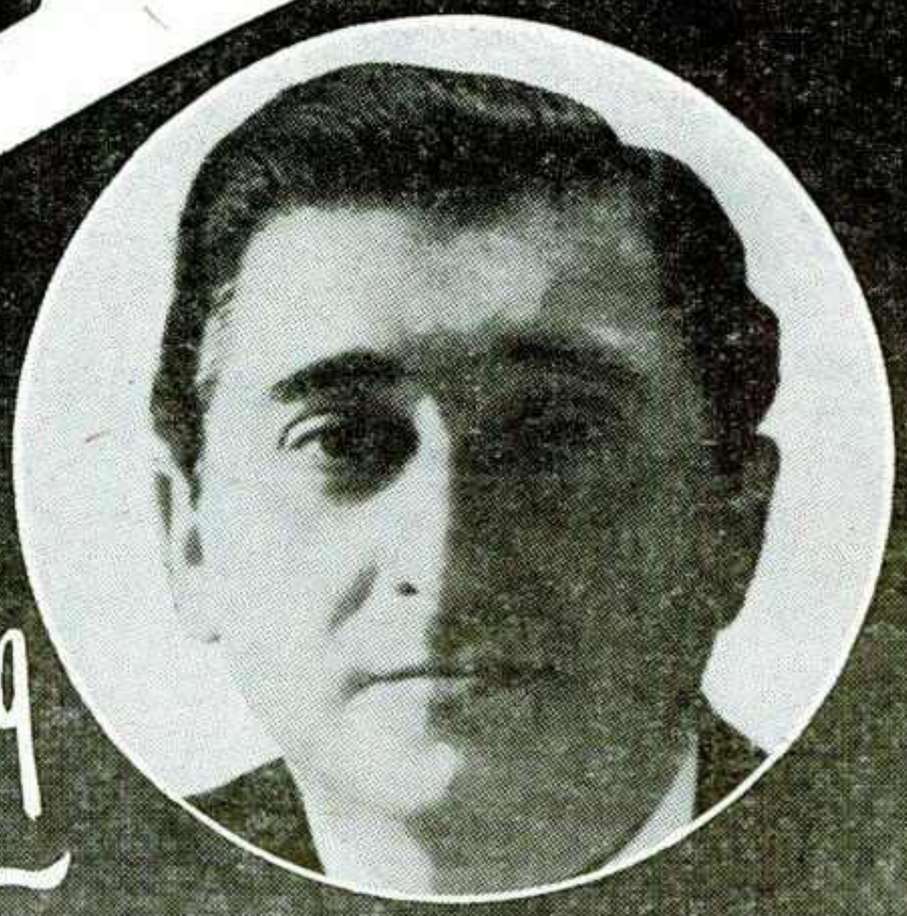
MUSIC BOURNE TO LIVE
"FAITHFUL"
ART MOONEY
MGM 10906
ABC MUSIC CORP. 799-7th Ave., N.Y.19,N.Y.

"SHENANDOAH WALTZ"
by TOMMY TUCKER
on M-G-M No.10897
M-G-M RECORDS

SO DEEP MY LOVE
Recorded by
TONI ARDEN (Columbia)
J. J. ROBBINS & SONS, Inc.

www.americanradiohistory.com

JAN PEERCE



Makes You Want to Sing When he Sings—

SING, EVERYONE, SING

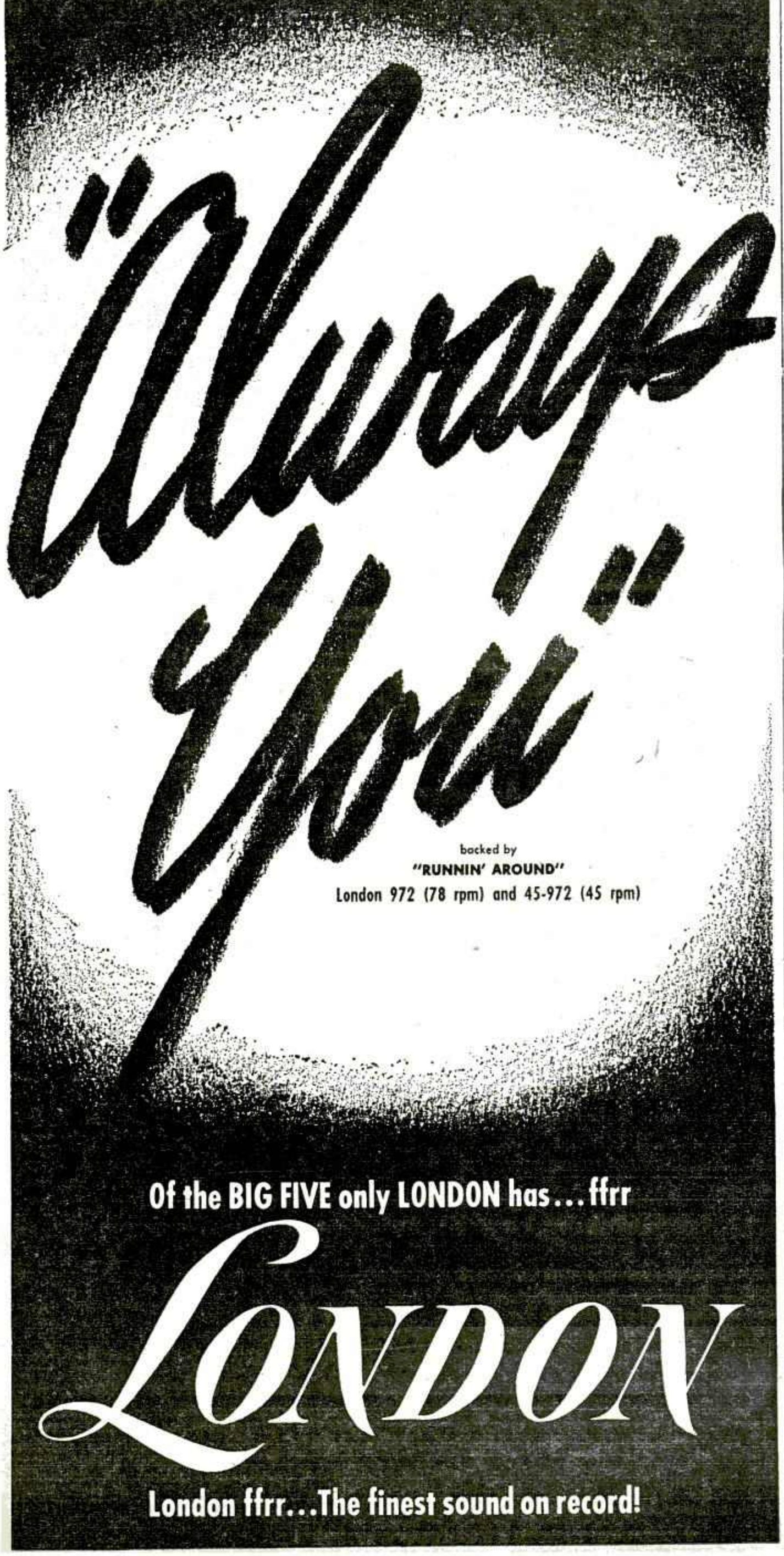
No. 10-3274 backed by— No. 49-3274

MAY THE GOOD LORD BLESS AND KEEP YOU

The Big Song from NBC's "THE BIG SHOW"

RCA VICTOR Records

BIG WINNER BY BOBBY WAYNE



Of the BIG FIVE only LONDON has... ffrr

LONDON

London ffrr...The finest sound on record!

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS (Trade Mark Reg.)

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart Based on reports received March 21, 22 and 23.

Last Week | This Week

1. 1. If

. . . By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fotine, World.

2. 2. Mockin' Bird Hill

. . . By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.

(No information on electrical transcription libraries available as The Billboard goes to press.)

6. 3. Aba Daba Honeymoon

. . . By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)
From the MGM film, "Two Weeks With Love."

RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-C. Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510.

(No information on electrical transcription libraries available as The Billboard goes to press.)

5. 4. Be My Love

. . . By Sammy Cahn and Nicholas Brodzky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."

RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)49-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberle, World.

3. 5. Tennessee Waltz

. . Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336, Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Milt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S Rechtzeit-S Medoff. Banner 2586; Gov. G. Browning, Mer 6310; J. "Schoolboy" Porter, Chance 1103.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated: Ernest Tubb, World

4. · 6. My Heart Cries for You

. . By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)

RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754; S. Rechzeit-S. Medoff, Banner 2587; G. Benson's All Stars, Regent 1031; K. Griffin, Col(33)3-39142.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke, Thesaurus; Spade Cooley, Standard.

7. 7. Would I Love You?

. . . By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)

RECORDS AVAILABLE: J Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pleis, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048.

ELECTRICAL TRANSCRIPTION LIBRARIES: Cocoanut Grove Ork, Standard.

8. 8. You're Just in Love

. . . By Irving Berlin—Published by Berlin (ASCAP)
From the musical, "Call Me Madam"

RECORDS AVAILABLE: R. Case Ork-J Carroll-C. Blake, MGM 10845; B. Chapel-D. LeWinter Ork, Mer 5545; P Como-Fontane Sisters, Vic 20-3945; M. Martin & Son, Larry, Col 39115. E. Merman-Dick Haymes-G Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335; L. Armstrong-V. Middleton, Dec 27481.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Monica Lewis, World.

10. 9. Sparrow in the Tree Top

. . By Bob Merrill—Published by Santly-Joy (ASCAP).

RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5597, (45)5597X45.

(No information on electrical transcription libraries available as The Billboard goes to press.)

9. 10. A Penny a Kiss, a Penny a Hug

By Buddy Kaye and Ralph Care—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: I. Brewer-S. Lanson, London 878; Andrews Sisters, Dec 27414, (45)9-27414, E. Howard, Mer 5567. (45)556X45; A. Ham, Cap 1350; I. Martin-D. Shore, V 20-4019

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

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DEALERS! OPERATORS! DISC JOCKEYS! Capitol Buyer's Guide

COMING UP FAST!

	78 rpm	45 rpm
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"MY PRAYER," "ELEANOR" Ray Anthony	1438	F1438
"SHENANDOAH WALTZ," "THE KISSING SONG" The Dinning Sisters	1429	F1429

HOT SELLERS!

POPULAR

"SPARROW IN THE TREE TOP," "TONIGHT WE'LL GO DANCING" Les Baxter	1440	F1440
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul	1373	F1373
"I TAUT I TAW A PUDDY TAT" Mel Blanc	1360	F1360
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul	1316	F1316
"THE HOT CANARY," "THAT'S HOW OUR LOVE WILL GROW" Jan Garber; Paul Nero, violin; The Ewing Sisters and Roy Cordell	1430	F1430
"CHEW TOBACCO RAG," "LET ME IN" Red Ingle	1431	F1431
"JOHN AND MARSHA" Stan Freberg	1356	F1356
"ALWAYS YOU," "DESTINATION MOON" Nat "King" Cole	1401	F1401
"JET," "THE MAGIC TREE" Nat "King" Cole	1365	F1365
"YEAH YEAH YEAH," "ROCK ME TO SLEEP" Peggy Lee	1428	F1428
"SUGAR BLUES," "CAROLINA IN THE MORNING" Pee Wee Hunt	1418	F1418

WESTERN & FOLK

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie	1295	F1295
"WHERE IS YOUR HEART TONIGHT," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson	1444	F1444
"SHENANDOAH WALTZ," "JUST LIKE TWO DROPS OF WATER" Bucky Tibbs, Jimmie Dale	1425	F1425
"HOT ROD RACE," "WALKIN' WITH THE BLUES" Ramblin' Jimmie Dolan	1322	F1322
"STATION DOOR BLUES," "RUNNING OUT OF TIME" Jimmie Skinner	1413	F1413

Capitol REG. U.S. PAT. OFF. RECORDS HOLLYWOOD

Week ending MARCH 31, 1951

Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!

Everything's Going For...

Jimmy WAKELY

. . . "MY HEART CRIES FOR YOU"
. . . "BEAUTIFUL BROWN EYES"
— *and now . . .*

"DID YOU WRITE A LETTER TO YOUR SWEETHEART"

coupled with ***"cryin' just for you"***

78 R.P.M 1472—45 R.P.M. F1472

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
DEAN MARTIN with Orchestra Conducted by LOU BUSCH	BESIDE YOU (coupled with) WHO'S SORRY NOW	1458	F1458
HELEN O'CONNELL with Orchestra Conducted by HAROLD MOONEY	I'M GETTING SENTIMENTAL OVER YOU HE DIDN'T ASK ME	1459	F1459
FRANK DeVOL and His Orchestra	PLAY BALL Vocal by LINDY DOHERTY THEME FOR JOHN AND MARSHA Instrumental	1460	F1460
PAUL NEIGHBORS and His Orchestra	HAPPINESS HERE COMES MY BALL AND CHAIN Vocals with Orchestra	1461	F1461
BENNY STRONG and His Orchestra	PRETTY LITTLE BELLS Vocals with Orchestra ARE YOU SINCERE	1462	F1462
	WESTERN & COUNTRY		
LEON PAYNE	FAREWELL WALTZ EMPTY DREAMS	1463	F1463
SPEEDY WEST with Cliffie Stone and His Hometown Jamboree Gang	STAINLESS STEEL RAILROADIN'	1464	F1464
BRADLEY KINCAID	RED LIGHT AHEAD NOW THE TABLE'S TURNED ON YOU	1465	F1465
MEL and STAN THE KENTUCKY TWINS	THERE'S JUST ONE LIFE TO LIVE SILVER TEARS	1466	F1466
	SPIRITUAL		
STATESMEN QUARTET with Hovie Lister	HIDE ME, ROCK OF AGES HEAVEN'S JOY AWAITS	1467	F1467

The usual prices, indicated above, do not include Federal, State or local taxes.

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THE BILLBOARD Music Popularity Charts

• Records Most Played by Disk Jockeys

. . . Based on reports received March 21, 22 and 23

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

POSITION Weeks to date	Last Week	This Week			
12	1	1.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
6	2	2.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
15	3	3.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
8	4	4.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
9	7	5.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
4	5	6.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
19	6	7.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
17	8	8.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
5	13	9.	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP
14	15	10.	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
5	9	11.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)4-39190—ASCAP
1	—	12.	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP
10	19	13.	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
5	11	14.	BEAUTIFUL BROWN EYES	R. Chooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI
9	20	14.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
11	12	16.	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
3	16	17.	WOULD I LOVE YOU	H. O'Connell	Cap(78)1368; (45)F-1368—ASCAP
16	10	18.	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—BMI
17	14	19.	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
1	—	19.	WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159—ASCAP
4	28	21.	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326—BMI
3	20	22.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
7	22	23.	IF	B. Eckstine	MGM(78)10896; (45)K-10896—ASCAP
1	—	24.	LET ME IN	Fontane Sisters	V(78)20-4077; (45)47-4077—ASCAP
5	24	25.	SO LONG	P. Weston	Col(78)39160; (45)4-39160; (33)3-39160—BMI
4	23	26.	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP
1	—	27.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP
14	17	28.	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
3	—	28.	ACROSS THE WIDE MISSOURI	P. Weston	Col(78)39160; (33)3-39160—ASCAP
2	—	28.	CHRISTOPHER COLUMBUS	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP

• Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner. Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Week of March 15 to 21

1.	IF—Shapiro	135
2.	Would I Love You?—Disney	130
3.	Be My Love—Miller	120
4.	My Heart Cries for You—Massey	105
5.	A Penny a Kiss—Shapiro	100
6.	Roving Kind—Hollis	100
7.	You're Just in Love—Berlin	90
8.	Aba Daba Honeymoon—Feist	85
9.	I Love the Way You Say Goodnight—Remick	80
10.	It's a Lovely Day Today—Berlin	75
11.	Mockin' Bird Hill—Peer	60
12.	Peter Cottontail—Hill & Range	55
13.	So Long—Folkways	55
14.	Once Upon a Nickel—Valando	45
15.	Bring Back the Thrill—Maypole	40
16.	How Could You Believe Me When I Said I Love You?—Feist	40
17.	I Am Loved—Chappell	40
18.	Zing Zing—Zoom Zoom—Robbins	40
19.	Faithful—Bourne	30
20.	Night Is Young and You're So Beautiful—Words and Music	30
21.	Sparrow in the Three Top—Santly	30
22.	You and Your Beautiful Eyes—Paramount	30
23.	Nobody's Chasing Me—Chappell	25
24.	A Bushel and a Peck—Morris	20
25.	All My Love—Mills	20
26.	Always You—Dreyer-Marks	20
27.	Every Night at Seven—Miller	20
28.	In the Land of Make Believe—BMI	20
29.	May the Good Lord Bless and Keep You—Pickwick	20
30.	Nevertheless—Crawford	20

VOX JOX

Gab and Gripe Bag

Bill Merchant, WKBZ, Muskegon, Mich., writes, "Why doesn't Columbia let loose with a few of their pop recordings? All we get from them are polkas and Western." . . . **Alan Boal,** WBVP, Beaver Falls, Pa., wants to know "who **Willie Solar** is." "His Columbia disk of "Aba Daba Honeymoon" was issued last year," says Boal, "and it has more monkey imitations than singing on it." . . . "Finding enough biographical material on recording artists is becoming quite a problem" for **Larry Truesdale,** WMNB, North Adams, Mass. . . . **Mark Mitchell,** WKBV, Richmond, Ind., pens, "We have had no service from Columbia since the big artist switch-over last fall." . . . **Dennis Murphy,** KGGF, Coffeyville, Kan., says his disk column in a local paper is irritating record dealers who don't "stock the wax" he writes about and plays on his "690 Club" airer. . . . "What's wrong with Mercury?" asks **Pat McGuinness,** WJNO, West Palm Beach, Fla. "They won't answer letters (I've written three). With the junk they have, that's a fine way to promote their disks. Without **Patti Page** and **Eddy Howard** they might as well fold up." . . . **G. D. Warland,** KJFJ, Webster City, Ia., complains that disks from Columbia and RCA are "very few and far between." . . . "Have never received a disk from Mercury, MGM or RCA since I wound up at the wheel of a morning show here," writes **George E. Webb,** WPCF, Panama City, Fla. "I've even been deserted by **Flanagan,** who was always first with a free disk."

Sponsor Stuff

Bill Wright, WSGN, Birmingham, has taken over a kiddie show, "The Circle A Club," which originates from the Alabama Theater and is sponsored by the Liberty Trouser Company. . . . Sealtest is buying 13 weeks for General Ice Cream on **Bill Britton's,** show, WNLK, Norwalk, Conn. . . . **Mare Williams,** WTTS, Bloomington, Ind., reports a 13-week sale to Bond Bread. . . . Capehart Radios have purchased a 14-week co-op sponsorship with **Jim Anderson,** WIRK, West Palm Beach, Fla. . . . Washington State Apples is in for 26 weeks with **Bob Larsen,** WEMP, Milwaukee. . . . The Rusco Window Corporation has signed to back a 15-minute "Waltz Time" airer with **Paul Hennings,** WNOR, Norfolk, Va. . . . Patterson's Hudson Agency is buying a two-hour pop record show, featuring disk jockey. **Bob Hawkins,** KWJB, Globe, Ariz. Hawkins also snagged a 52-week deal with Safeway Stores.

Gimmix

Bob Ray, WIRK, West Palm Beach, Fla., pulled a sizable contribution for the March of Dimes recently via a "record strike." He played **Louis Jordan's** disking of "Chartreuse" for 45 minutes until listeners phoned in a specified number of pledges. . . . **John Wrisley,** WTAG, Worcester, Mass., answers all of his audience mail with a personal post card, complete with halftone pic of the disk jockey at mike. . . . **James Pansullo,** WNEB, also of Worcester, turns a half hour of his daily show over to local high school students. . . . **Ted Jones,** KNUZ, Houston, has added a new feature, "You Be the Judge," to his "Night Beat" session. He plays several old platters by an artist, then spins the performer's latest disk, and asks listeners to decide whether the new wax will be a hit or a flop. . . . **Hal Davis,** KRSC, Seattle, will only play "impulse" music on his "Breakfast Nook" airer. He defines "impulse" wax as the "kind that

(Continued on page 38)

• Best Selling Sheet Music

. . . Based on reports received March 21, 22 and 23

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION Weeks to date	Last Week	This Week		Publishers
6	3	1.	MOCKIN' BIRD HILL (R)	Southern
10	2	2.	IF (R)	Shapiro-Bernstein
18	1	3.	TENNESSEE WALTZ (R)	Acuff-Rose
13	4	4.	IT IS NO SECRET (R)	Duchess
4	7	5.	ABA DABA HONEYMOON (F) (R)	Feist
14	5	6.	MY HEART CRIES FOR YOU (R)	Massey
12	11	7.	YOU'RE JUST IN LOVE (M) (R)	Berlin
5	8	8.	WOULD I LOVE YOU (R)	Walt Disney
14	6	9.	BE MY LOVE (F) (R)	Miller
8	10	10.	A PENNY A KISS (R)	Shapiro-Bernstein
7	14	11.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
3	12	12.	SPARROW IN THE TREE TOP (R)	Santly-Joy
9	—	13.	SO LONG (R)	Folkways
1	—	14.	I APOLOGIZE (R)	Crawford
4	9	15.	PETER COTTONTAIL (R)	Hill & Range

• England's Top Twenty

POSITION Weeks to date	Last Week	This Week		English	American
9	1	1.	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
14	2	2.	PETITE WALTZ	Duchess	Duchess
7	3	3.	MY HEART CRIES FOR YOU	Morris	Massey
3	5	4.	THE ROVING KIND	Leeds	Hollis
8	4	5.	SEPTEMBER SONG	Chappell	Chappell
10	8	6.	IF	Lennox	Shapiro-Bernstein
8	7	7.	I'LL ALWAYS LOVE YOU	Chappell	Famous
6	6	8.	C'N I CANOE YOU UP THE RIVER?	Leeds	Leeds
13	9	9.	BELOVED BE FAITHFUL	Pickwick	Pickwick
4	13	10.	GOOD LUCK, GOOD, HEALTH, GOD BLESS YOU	Unit	*
15	10	11.	FERRY BOAT INN	Campbell-Connelly	Shapiro-Bernstein
9	14	12.	NEVERTHELESS	Chappell	Chappell
4	12	13.	PATRICIA	New World	Bregman-Vocco-Conn
15	11	14.	ALL MY LOVE	Maurice	Mills
2	19	15.	BE MY LOVE	Francis Day	Robbins
15	15	16.	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
4	16	17.	TIPPERARY SAMBA	Reine	*
1	—	18.	PENNY A KISS, PENNY A HUG	Leeds	Shapiro-Bernstein
19	17	19.	AUTUMN LEAVES	Maurice	Ardmore
2	20	20.	TEASIN!	Pickwick	Leeds

*Publisher not available as The Billboard goes to press.

• Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitmate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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(Beginning Friday, March 16, 8 a.m., and ending Friday, March 23, 8 a.m.)

Aba Daba Honeymoon (F) (R)—Feist—ASCAP
Always You (R)—Dreyer-Marks—ASCAP
Be My Love (F) (R)—Miller—ASCAP
Best Thing for You (M) (R)—Berlin—ASCAP
Bring Back the Thrill (R)—Maypole—ASCAP
Bushel and a Peck (M) (R)—E. H. Morris—ASCAP
By Heck (R)—E. B. Marks—BMI
Dear, Dear, Dear (R)—Goday—BMI
Down in Nashville, Tennessee (R)—Witmark—ASCAP
I Apologize (R)—Crawford—ASCAP
If (R)—Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)—E. H. Morris—ASCAP
I'm Late (F) (R)—Walt Disney—ASCAP
In the Land of Make Believe (R)—BMI—BMI
It's a Lovely Day Today (M) (R)—Berlin—ASCAP
May the Good Lord Bless and Keep You (R)—Pickwick—ASCAP
Mockin' Bird Hill (R)—Southern—ASCAP
My Heart Cries for You (R)—Massey—ASCAP
Penny a Kiss, a Penny a Hug (R)—Shapiro-Bernstein—ASCAP
Peter Cottontail (R)—Hill & Range—BMI
Roving Kind (R)—Hollis—BMI
So Long (R)—Folkways—BMI
Sparrow in the Tree Top (R)—Santly-Joy—ASCAP
Syncopated Clock (R)—Mills—ASCAP
Teardrops From My Eyes (R)—Simon House—BMI
Tennessee Waltz (R)—Acuff-Rose—BMI
Too Late Now (F) (R)—Feist—ASCAP
Wait for Me (R)—Algonquin—BMI
Would I Love You (R)—Walt Disney—ASCAP
You and Your Beautiful Eyes (F) (R)—Paramount—ASCAP
You're Just In Love (M) (R)—Berlin—ASCAP

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The Big One! The Best One!

FROM COAST TO COAST

See Billboard March 17

'METRO POLKA'

BY

FRANKIE LAINE

The Flip Side is great too! 'JALOPY SONG'

MERCURY 5581 • X45

Richard Hayes

'MY PRAYER'

MERCURY 5603 5603 X45

AL TRACE

AND HIS ORCHESTRA

WITH VOCAL BY LOLA AMECHE

'PRETTY EYED BABY'

The operators are buying by the box!

COUPLED WITH

'THAT'S THE MAN FOR ME'

MERCURY 5609 • 5609 X45

TONY FONTANE

WITH LEW DOUGLAS ORCHESTRA

'SYNCOPATED CLOCK'

I'M YOURS TO COMMAND

Mercury 5607—x45

Mercury

NEW RELEASES

I'M YOURS TO COMMAND SYNCOPATED CLOCK	*TONY FONTANE* Mercury 5607—x45
NO ONE BUT YOU A LOVE LIKE YOURS	*TONY FONTANE* Mercury 5611—x45
GOTTA FIND SOMEONE TO LOVE ALICE IN WONDERLAND	*ROBERTA QUINLAN* Mercury 5616—x45
WHEN YOU AND I WERE YOUNG MAGGIE BLUES I WHISTLE A HAPPY TUNE	*RICHARD HAYES* *ROBERTA QUINLAN* Mercury 5615
CARNIVAL THERE GOES MY HEART	*JIMMY FARRELL* Mercury 5577
GRAVY TRAIN TWO SHADES OF BLUE	*NATURE BOY* Mercury 5613
ON TOP OF OLD SMOKY DID YOU DIG JOHN PEEL	*GEORGE SIRAVO and His Orchestra* *RAY BARBER* Mercury 5612—x45
KENTUCKY WALTZ CHAPEL OF THE ROSES	*BOB CONNALLY* Mercury 5608—x45
CHEW TOBACCO RAG GOOD NIGHT CINCINNATI GOOD MORNING TENNESSEE	*AL TRACE ORCH.* Mercury 5610—x45

COUNTRY and WESTERN

YOU'RE GETTIN' A GOOD GIRL WHAT'VE YOU GOT	*SUE THOMPSON* Mercury 6325
THE STRANGE LITTLE GIRL I WAS SORTA WONDERIN'	*DUDE MARTIN* Mercury 6319
METRO POLKA BLUE AS I CAN BE	*JACKIE DOLL* Mercury 6321
CHEW TOBACCO RAG THE FRIEND (In the Tennessee Waltz)	*BUZ BUTLER* Mercury 6323
GOOD NIGHT CINCINNATI GOOD MORNING TENNESSEE BOOGIE WOOGIE BABY	*LOUIS INNIS* Mercury 6312

RHYTHM and BLUES

FINE, FINE DADDY I'M SO LONELY I COULD CRY	*DINAH WASHINGTON* Mercury 8232
JEZEBEL THE MIRACLE	*ALLEN GREENE* Mercury 8234—x45
LOVE IS A SIN UNDER THE VIADUCT	*JUNIOR TAMPLIN* Mercury 8218

BEST SELLERS

MOCKIN' BIRD HILL I LOVE YOU BECAUSE	*PATTI PAGE* Mercury 5595—x45
WOULD I LOVE YOU SENTIMENTAL MUSIC	*PATTI PAGE* Mercury 5571—x45
MAMA OPERETTA	*VIC DAMONE* Mercury 5444—x45
ALWAYS YOU SPARROW IN THE TREE TOP	*REX ALLEN* Mercury 5597—x45
TOO YOUNG SHENANDOAH WALTZ	*RICHARD HAYES* Mercury 5599—x45
ABA DABA HONEYMOON I DON'T WANT TO LOVE YOU	*RICHARD HAYES* *KITTY KALLEN* Mercury 5586—x45
ACROSS THE WIDE MISSOURI SILVER MOON	*RALPH MARTERIE* Mercury 5428
BEAUTIFUL BROWN EYES SHUT UP AND MAKE LOVE TO ME	*DORIS DREW* Mercury 5370—x45

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THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

. . . Based on reports received March 21, 22 and 23

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION Weeks to date	Last Week	This Week		
12	1	1.	IF Zing Zing—Zoom Zoom	P. Como V(78)20-3997; (45)47-3997—ASCAP
16	2	2.	BE MY LOVE I'll Never Love You	M. Lanza V(78)10-1561; (45)49-1353—ASCAP
8	6	3.	ABA DABA HONEYMOON Row, Row, Row	D. Reynolds-C. Carpenter MGM(78)30282; (45)K-30282—ASCAP
7	5	4.	MOCKIN' BIRD HILL Chicken Reel	L. Paul-M. Ford Cap(78)1373; (45)F-1373—ASCAP
6	8	5.	MOCKIN' BIRD HILL I Love You Because	P. Page Mercury(78)5595; (45)5595X45—ASCAP
13	3	6.	MY HEART CRIES FOR YOU Roving Kind	G. Mitchell-M. Miller Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
20	4	7.	TENNESSEE WALTZ Boogie Woogie Santa Claus	P. Page Mercury(78)5534; (45)5534X45—BMI
8	7	8.	WOULD I LOVE YOU Sentimental Music	P. Page Mercury(78)5571; (45)5571X45—ASCAP
13	9	9.	YOU'RE JUST IN LOVE It's a Lovely Day Today	P. Como V(78)20-3945; (45)47-3945—ASCAP
5	10	10.	SPARROW IN THE TREE TOP Christopher Columbus	G. Mitchell-M. Miller Col(78)39190; (33)3-39190; (45)4-39190—ASCAP
5	11	11.	I APOLOGIZE Bring Back the Thrill	B. Eckstine MGM(78)10903; (45)K-10903—ASCAP
4	13	12.	BEAUTIFUL BROWN EYES Shotgun Boogie	R. Clooney Col(78)39212; (45)4-39212; (33)3-39212—BMI
1	—	13.	ON TOP OF OLD SMOKY Across the Wide Missouri	Weavers-T. Gilkyson Dec(78)27515; (45)9-27515—BMI
9	16	14.	BRING BACK THE THRILL If It Hadn't Been for You	E. Fisher-H. Winterhalter V(78)20-4016; (45)47-4016—ASCAP
8	14	15.	PENNY A KISS, PENNY A HUG In Your Arms	D. Shore-T. Martin V(78)20-4019; (45)47-4019—ASCAP
3	18	16.	SPARROW IN THE TREE TOP Forsaking All Others	Bing Crosby-Andrews Sisters Dec(78)27477; (45)9-27477—ASCAP
12	12	17.	SO LONG Lonesome Traveler	G. Jenkins-Weavers Dec(78)27376; (45)9-27376—BMI
17	15	18.	ROVING KIND My Heart Cries for You	G. Mitchell-M. Miller Col(78)39067; (33)3-39067; (45)4-39067—BMI
1	—	19.	PETER COTTONTAIL Funny Little Bunny	G. Autry Col(78)38750; (33)1-575
1	—	20.	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford Cap(78)1451; (45)F-1451
2	21	21.	SHOTGUN BOOGIE I Ain't Gonna Let It Happen No More	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
4	21	22.	MOCKIN' BIRD HILL Big Parade Polka	Pinetoppers Coral(78)64061; (45)9-64061—ASCAP
15	23	22.	MY HEART CRIES FOR YOU Nobody's Chasing Me	D. Shore V(78)20-3978; (45)47-3978—ASCAP
8	28	24.	IT IS NO SECRET I Hear a Choir	B. Kenny-Song Spinners Dec(78)27326; (45)9-27326—BMI
10	17	25.	I TAUT I TAW A PUDDY TAT Yosemite Sam	M. Blanc Cap(78)1360; (45)F-1360—ASCAP
1	—	25.	SYNCOPATED CLOCK The Waltzing Cat	L. Anderson Dec(78)16005; (45)9-16005
1	—	27.	HOT CANARY Jalousie	F. Zabach Dec(78)27509; (45)9-27509
16	19	28.	TENNESSEE WALTZ Get Out Those Old Records	G. Lombardo Dec(78)27336; (45)9-27336—BMI
3	24	28.	ABA DABA HONEYMOON I Don't Want To Love You	R. Hayes-K. Kallen Mercury(78)5586; (45)5586X45—ASCAP
4	24	28.	WOULD I LOVE YOU Lullaby of Broadway	D. Day-H. James Col(78)39159; (45)4-39159; (33)3-39159—ASCAP
3	28	28.	VESTI LA GIUBBA Ave Maria	M. Lanza V(78)10-3228; (45)49-3228

• Best Selling Classical Titles

. . . Based on reports received March 21, 22 and 23

Best Selling 33⅓ R.P.M.

Last Week	This Week	
1	1.	Caruso (Treasury of Immortal Performances), E. Caruso.....V(33)LCT-1007
2	2.	Strauss: Die Fledermaus, L. Pons, L. Welitch, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork, E. Ormandy, conductor.....Col(33)SL-108
3	3.	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus.....London(33)LLP-281-82
5	3.	Bach: Prades Festival Vol. 5 (Sonata for Cello and Piano No. 3) P. Casals, cello; P. Baumgartner, piano.....Col(33)ML-4349
—	3.	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor.....V(33)LM-1127

Best Selling 45 R.P.M.

1	1.	Caruso (Treasury of Immortal Performances), E. Caruso.....V(45)WCT-11
—	2.	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor....V(45)WDM-1506
2	3.	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor..V(45)WDM-1395
—	3.	Tchaikovsky: Swan Lake, St. Louis Symphony Ork, Vladimir Goldschmann, conductor V(45)WDM-1028
2	5.	Strauss: Highlights From Die Fledermaus, R. Stevens, J. Peerce, P. Munsel, J. Melton, R. Resnik R. Merrill, J. Silver, H. Thompson-P. Lenchner, R. Shaw Chorale-R. Shaw, conductor.....V(45)WDM-1457

• Advance Classical Releases

A. G. and D. Gabrieli: Canzoni, Ricercari and Chori for Single and Double Brass Choirs Album—M. Karpilovsky-I. Smith-D. Schuman-S. Di Vincenzo-A. Perristein-D. Butterfield-D. Karpilovsky-A. Stater (Pezel: Four Sonatas) (1-12") Period (33) SPLP 526

Hayden: Symphonies Nos. 86 and 95 Album—Salsburg Mozarteum Ork-Paul Walter, Cond. (1-12") Period (33) SPLP 516

Mendelssohn: Trio No. 1 in D Minor, Op 49 Album—A. Rubinstein-J. Heifetz-G. Piatigorsky (Ravel: Trio) (1-12") V (33) LM 1119

Mozart: Bastien and Bastienne K 50 and Two Divertimenti in C Major Album—Stuttgart Tonstudio Ork-Rolk Reinhardt, Cond. (2-12") Period (33) 520

Elena Nikolaidi in Song Recital Album — E. Nikolaidi-J. Bahr (1-10") (Elena Nikolaidi in Operatic) Col(33)ML-2165: Brahms, Alte Liebe; M. Hayden, Schaferlied; Mozart, Der Sylfe des Friedens; Schubert, Der Erlkonig, Op. 1; Schumann, Mondnacht

Pezel: Four Sonatas for Five-Voiced Brass Choir Album—Shuman Brass Choir, Davis Shuman, Cond. (Gabrieli: Canzoni) (1-12") Period (33) SPLP 526

Ravel: Trio in A Minor Album—A. Rubinstein-J. Heifetz-G. Piatigorsky (Mendelssohn: Trio) (1-12") V (33) LM 1119

Tschaikovsky: Trio in A Minor Op. 50 Album—Rubinstein-Heifetz-Piatigorsky (1-12") V (33) LM 1120

DEALER DOINGS

News and Chatter

New partner with **Morris Sherman** in the operation of Sherman's Record and Radio Shop, Philadelphia, is **Samuel Smith.** . . . New York's new block-square bus terminal has leased space for a disk shop scheduled to open within the next month. . . . Disk-Music Shop in Brooklyn, formerly owned by **A. Gliwa,** has been taken over by **Ted Maksymowicz** and renamed Ted's Music Shop. Maksymowicz is also known as **Ted Maxim.** He records for Decca under both names and is also credited with having introduced the polka to Broadway some years ago when he played at Roseland Ballroom with his band. . . . Until someone comes up with a topper, **Lou Mason** holds the record of being the youngest person to manage two disk shops. Lou manages the two Maeson, Inc., stores in Wilmington, Del.

Merchandising Tips

The **Music Box,** Hillsdale, N. J., has set up a promotional deal with two real estate firms building new homes in the shop's area. Disk store has equipped two model homes with 45 r.p.m. record changers and the disks which are played. In exchange, the builders have permitted the shop to display a sign advertising the store and its services. . . . **Bartels,** West Philadelphia, has arranged a tie-in with the Club Harlem near the store. Shop plugs disks by artists playing the night club, while the spot helps to get the artists to make autographing appearances in the disk shop. . . . According to **Virginia Sullivan,** United Artist Record Shop, San Francisco, the shop has been successful in featuring a single new pop disk in a shadow box window display along with a small, attractive bit of art work. Shop usually predicts hits in these special displays. . . . **The Record Shop,** Brockton, Mass., sets up a "record care" window about once each month. Display features such products as record brushes, static removers, needles, storage racks, blank albums. Sales results are said to be excellent.

Trade Talk

"Why can't the three-speed players be more standardized? A record that works fine on one model often sticks or skips on another type of changer. This doesn't do the record business any good."—**Hirzel's,** Lewiston, Idaho. . . . "Whether or not dealers realize it, the RCA Victor coupon book promotion was bad for us. The company should never have started giving away something for nothing. Result in many cases is that the customers got a free record every month for six months and also got the best of the dealer's patience every time. Since then, they've bought few additional records."—**Best Music Company,** Oakland, Calif. . . . "We are really in a spin trying to get some metal adapters for 45-r.p.m. records. Most people prefer the metal type to the plastic. The lack of supply is slowing up the sales of 45 records. I'd like to hear from any wholesaler who can shop these adapters." — **Crawford Priest Music Shop,** Shreveport, La. . . . "Wish that Columbia would put out some **Frank Yankovic** standards on 45 r.p.m. There is a big demand for them in this territory."—**Jarvela Radio Service,** Crosby, Minn.

• Best Selling Children's Records

. . . Based on reports received March 21, 22 and 23

Records listed are those records selling best in the nation's retail record stores (dealers); according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week		
4	3	1.	PETER COTTONTAIL (One Record) G. Autry	Col(78)MJV-68; (45)MJV-4-68; (33)4-727
7	1	2.	I TAUT I TAW A PUDDY TAT (One Record) Mel Blanc	Cap(78)1360; (45)F-1360
26	2	2.	TWEETY PIE (One Record) M. Blanc-B. May	Cap(78)CAS-3074; (45)CASF-3074
59	4	4.	CINDERELLA (Two Records) I. Woods and Others	V(78)Y-399; (45)WY-399
24	5	5.	BOZO ON THE FARM (Two Records) P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
29	7	6.	BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May	Cap(78)CAS-3072; (45)CASF-3072
143	6	7.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065
18	8	7.	BUGS BUNNY SINGS (Two Records) M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
2	14	9.	SONNY THE BUNNY G. Autry	Col(78)MJV-103; (45)MJV-4-103
24	9	10.	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record) B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
140	9	11.	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114; (45)CBXF-3030
16	—	12.	DAFFY DUCK MEETS YOSEMITE SAM (One Record) M. Blanc-B. May	Cap(78)CAS-3073; (45)CASF-3073
56	13	13.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
5	15	13.	LITTLE WHITE DUCK (One Record) B. Ives-P Faith Ork	Col(78)MJV-85; (33)4-709
3	11	15.	PETER COTTONTAIL (One Record) M. Shiner	Dec(78)K-27; (45)1-150
65	—	15.	BUGS BUNNY IN STORYLAND (Two Records) M. Blanc-A. Livingston	Cap(78)DBX-3021; (45)CBXF-3022; (33)HX-3063

• Best Selling Pop Albums

. . . Based on reports received March 21, 22 and 23

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Best Selling 33⅓ R.P.M.

Last Week	This Week	
1	1.	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
3	2.	CARNEGIE HALL JAZZ CONCERT, Vol. I and II B. Goodman	Col(33)SL-160
4	3.	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244
2	4.	GUYS AND DOLLS Original Cast	Dec(78)DA-825; (33)DL-8036
5	5.	TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
7	6.	CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304
6	7.	OUT OF THIS WORLD Original Cast	Col(78)MM-980; (33)ML-5439
9	8.	THREE LITTLE WORDS Original Cast	MGM(78)MGM-53; (33)E-516
8	9.	CALL ME MADAM D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
—	10.	ST. PATRICK'S DAY Bing Crosby	Dec(78)A-495; (33)DL-5037

Best Selling 45 R.P.M.

1	1.	TOAST OF NEW ORLEANS (Two Records) M. Lanza	V(45)WDM-1417
2	2.	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
3	3.	VOICE OF THE XTABAY (Four Records) Yma Sumac	Cap(78)CD-244; (45)CDF-244
5	4.	THREE LITTLE WORDS (Four Records) Original Cast	MGM(78)53; (45)K-53
4	5.	TWO WEEKS WITH LOVE (Three Records) J. Powell	MGM(78)MGM-61; (45)K-61
5	6.	GUYS AND DOLLS (Seven Records) Original Cast	Dec(78)DA-825; (45)9-203
8	7.	TEA FOR TWO (Four Records) Doris Day	Col(78)C-215; (45)B-215
7	8.	CALL ME MADAM (Six or Four Records) E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (45)9-166; Dec(78)A-813; (45)9-153
9	9.	YOUNG MAN WITH A HORN (Four Records) H. James-Doris Day	Col(78)C-198; (45)B-198
—	9.	THE GREAT CARUSO (Four Records) M. Lanza	V(78)DM-1506; (45)WDM-1506

• Classical Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

TSCHAIKOVSKY: TRIO IN A MINOR OP. 50—Arthur Rubinstein; Jascha Heifetz; Gregor Piatigorsky (1-12") V(33)LM-1120 — **79**

This should prove to be as strong a seller as recorded chamber music can possibly be. A decade ago Victor waxed a memorable series of trios with Rubinstein, Heifetz and Feuermann; the disking at hand is one of three trios which utilize Rubinstein, Heifetz and Piatigorsky, and which the waxery is touting as the rightful successor to those earlier trios. (The other two in the current series are Ravel's A Minor and Mendelssohn's D Minor, to be reviewed separately.) The piano is emphasized in this trio, which was Tchaikovsky's dedication to keyboard virtuoso, Nicholas Rubinstein. However, there is a perfect rapprochment among the three players, each of whom performs as exquisitely as might be expected from musicians of their caliber, and who at the same time blend with admirable teamwork and coordination. The recording is tops.

GOSTA NYSTROEM: SINFONIA DEL MARE—Swedish State Symphony Ork—Tor Mann, Conductor; Ingrid Eskell, Soprano (1-12") Dial (33) 11 — **70**

Dial, which has specialized in distinguished recordings of contemporary music, continues in that pioneer tradition with a handsome waxing of Swedish composer Gosta Nystroem's Sea Symphony. The work is big in scope, and might well find its way into the performing repertory here as a result of this introduction. While this work is not intrinsically similar to La Mer, there is a quality of sea-grandeur and pulse that recalls the Debussy work. The Nystroem symphony is sensitively rendered by the Swedish State ork under Tor Mann, in a performance that accentuates the rich coloration and rhythmic surge of the music. This waxing may prove the most popular in the Dial repertory to date.

HAYDN: SYMPHONY: NO. 86 IN D MAJOR (Paris Set No. 5) and **SYMPHONY NO. 95 IN C MINOR (Salomon Set No. 5)** (1-12") Salzburg Mozarteum Ork, Paul Walter, Conductor. Period (33) SPLP-516 — **73**

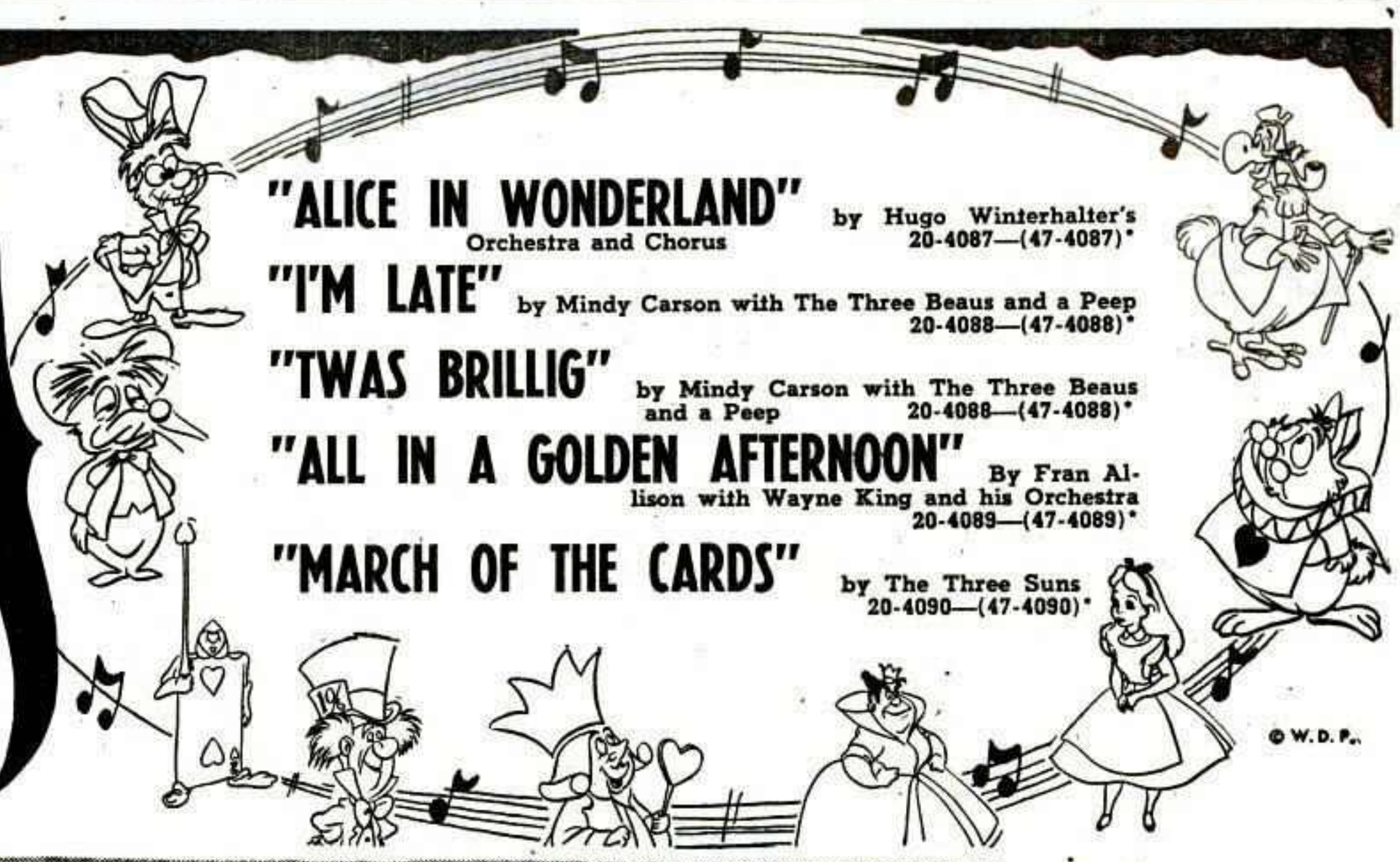
Combined here are two of Haydn's lesser known symphonic works. Both deserve more attention than they have been getting from both record companies and symphonic groups. They are examples of the composer's regal outlook based on his long association with the court of Esterhazy, yet both are more spirited than some of Haydn's earlier compositions. The interpretation by Walter and the Salzburg orchestra is workmanly rather than glamorous. Recording is above average.

(Continued on page 84)

Copyrighted material

RCA Victor is making big record news coast to coast with these 5 songs from Walt Disney's

"ALICE IN WONDERLAND"



"ALICE IN WONDERLAND" Orchestra and Chorus by Hugo Winterhalter's 20-4087—(47-4087)*

"I'M LATE" by Mindy Carson with The Three Beaus and a Peep 20-4088—(47-4088)*

"TWAS BRILLIG" by Mindy Carson with The Three Beaus and a Peep 20-4088—(47-4088)*

"ALL IN A GOLDEN AFTERNOON" By Fran Allison with Wayne King and his Orchestra 20-4089—(47-4089)*

"MARCH OF THE CARDS" by The Three Suns 20-4090—(47-4090)*

© W. D. P.

This week's

New Releases ...on RCA Victor

Release 51-13

Ships Coast to Coast, Week of April 1

POPULAR

DINAH SHORE with Henri Rene's Orchestra & Chorus
The Three-Cornered Tune
'Cause I Love You
20-4107—(47-4107)*

FRAN ALLISON with Orchestra conducted by Jack Fascinato
Too Young
Lies
20-4105—(47-4105)*

THE FONTANE SISTERS
The Fortune Teller Song
The Fifth Wheel On the Wagon (Unnecessary Me)
24-4106—(47-4106)*

IRVING FIELDS TRIO
Titina
Mexican Grasshopper
20-4103—(47-4103)*

COUNTRY

ELTON BRITT and The Skytoppers
Then I'll Grow Tired of You
It Takes Two of a Kind (To Make a Pair)
21-0452—(48-0452)*

JESSE ROGERS and his '49ers
Beautiful Brown Eyes
Telling My Baby Bye Bye
21-0454—(48-0454)*

SACRED

THE HARMONEERS QUARTET
Way Out Yonder
I'm Ready, Lord
21-0453—(48-0453)*

RHYTHM

HOT LIPS PAGE and His Orchestra
Let Me In
That's the One for Me
22-0120—(50-0120)*

POP-SPECIALTY

LAWRENCE DUCHOW and His Orchestra
(The New Schnitzelbank Song)
Oh, You Sweet One
How Do You Do—Pokla
25-1193—(51-1193)*

RED SEAL SPECIAL

MARIO LANZA
The Loveliest Night of the Year
La Donna E Mobile (Woman Is Fickle) 10-3300—(49-3300)*

*45 r.p.m. cat. nos.

Going Strong...

$ *. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.*

$ IF/Zing Zing—Zoom Zoom
Perry Como (Sigmund Romberg) (Mitchell Ayres) ..... 20-3997—(47-3997)*

$ Be My Love
Mario Lanza ..... 10-1561—(49-1561)*

$ Down the Trail of Achin' Hearts
Hank Snow ..... 21-0441—(48-0441)*

$ Kentucky Waltz
Eddy Arnold ..... 21-0444—(48-0444)*

$ Tumbling Tumbleweeds
Perry Como and the Sons of the Pioneers ..... 20-4081—(47-4081)*

$ Sing,Everyone,Sing/May the Good Lord Bless and Keep You
Jan Peerce ..... 10-3274—(49-3274)*

$ In Your Arms/A Penny a Kiss
Dinah Shore and Tony Martin ..... 20-4019—(47-4019)*

$ Bring Back the Thrill
Eddie Fisher and Hugo Winterhalter Ork ..... 20-4016—(47-4016)*

$ Never Been Kissed
Freddy Martin Ork ..... 20-4099—(47-4099)*

$ Rhumba Boogie
Hank Snow ..... 21-0431—(48-0431)*

$ You're Just in Love
Perry Como and The Fontane Sisters ..... 20-3945—(47-3945)

$ The Aba Daba Honeymoon
Freddy Martin ..... 20-4056—(47-4056)*

$ Would I Love You
Tony Martin ..... 20-4056—(47-4056)*

$ The Golden Rocket
Hank Snow ..... 21-0400—(48-0400)*

$ I'm Gonna Love You One More Time
Johnnie and Jack ..... 21-0448—(48-0448)*

Coming Up...

★ *. . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.*

★ Lonesome Gal
Dinah Shore 20-4060—(47-4060)*
Disk Jockeys' Pick, Billboard, March 24 issue.

★ Slow Drive
Everytime I Fall in Love
Ralph Flanagan Ork 20-4067—(47-4067)*
Both sides, Disk Jockeys Pick, Billboard, March 24 issue.

★ I'll Never Know Why
Hugo Winterhalter Ork 20-4087—(47-4087)*
The Billboard Picks, March 24 issue.

★ Without a Song
Perry Como 20-4033—(47-4033)*
Disk Jockeys Pick, Billboard, March 24 issue Retailers Pick, Billboard, March 24 issue. Operators Pick, Billboard, March 24 issue.

TIPS

THE THREE CORNERED TUNE
'CAUSE I LOVE YOU
Dinah Shore with Henri Rene Ork and Chorus
20-4107—(47-4107)*

THIS WEEK'S MAILBAG

When heads cleared at last week's M.O.A. convention in Chicago it was *the record with four endings* that every coin op was talking about . . . Name of the song with four, yes, *FOUR* endings is THE FORTUNE TELLER SONG . . . recorded by *The Fontane Sisters* for RCA Victor (#20-4106) . . . Coin ops licked their jowls at the prospect of one record enticing four nickels from customers . . . certainly anyone who puts a nickel in the machine and listens to the tune will immediately slap another jit into the slot to catch at least one more of the record's four endings . . . Note to coin ops—Make sure your title strip copy on this juke box special reads as follows:

THE FORTUNE TELLER SONG
(Fontane Sisters)
(This record has *FOUR* endings)

Look at the way RCA Victor's red seal artists have captured the spotlight in the pop field these days . . . *Mario Lanza's* BE MY LOVE (this started the trend) made the coveted No. 1 spot . . . Now it's *Jan Peerce's* recording of SING, EVERYONE, SING, that the pop deejays have taken to, as well as Jan's MAY THE GOOD LORD BLESS AND KEEP YOU . . . Another red seal pop coming up and one that's due to create plenty of excitement is *Ezio Pinza's* SEPTEMBER SONG . . . At this writing, though, Lanza's LOVELIEST NIGHT OF THE YEAR looks like the next big pop song on the popularity charts . . . (Have the bobby soxers taken to the beeg voices? What's your slant on this trend, deejays? Let's hear from you.)

Orders for RCA Victor singles in the fabulous SINGERS' SERIES are pouring in at 80,000 a week.

THOUSANDS OF REQUESTS FOR RCA VICTOR'S RECORDING SESSION RECORD HAVE FORCED THE COMPANY TO ISSUE AN IMMEDIATE RERUN ORDER . . . (This is the record of what actually happened at the recording session when *Fran Warren* recorded STORMY WEATHER. It's available through all RCA Victor record dealers.)

Perry Como's IF and *Mario Lanza's* BE MY LOVE will be the next two records to hit the million mark in sales . . . OoooH, that Como lad is really hot (four gold records last year and another sure thing coming up to start the new year . . . and Mario! Looks like *his first* pop song is going to make it!)

The stars who make the hits are on RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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KING - DELUXE - FEDERAL - KING - DELUXE - FEDERAL

King
best sellers
DE LUXE
Federal
★RECORDS

POPULAR

★ BETTIE CLOONEY
WOULD I LOVE YOU (LOVE YOU, LOVE YOU)
FAITHFUL 15102

★ ELMER OCTOBER
I WANT A WITTLE WABBIT (THE WABBIT SONG)
PWUPPY FOR SALE 15101

★ RUBY WRIGHT
IF YOU WANT SOME LOVIN'
A CRAZY AFTERNOON 15093

FOLK-WESTERN

★ ZEB TURNER
CHEW TOBACCO RAG
NO MORE NOTHIN' (BUT GETTIN' YOU OFF MY MIND) 950 and 45-950*

★ COWBOY COPAS
THE STRANGE LITTLE GIRL
YOU'LL NEVER SEE ME CRY (with KATHY COPAS) 951 and 45-951*

★ MOON MULLICAN
TOO MANY IRONS IN THE FIRE
SHORT BUT SWEET 931 and 45-931*

★ CLYDE MOODY
BEAUTIFUL BROWN EYES
WHAT CAN I DO? 952 and 45-952*

★ SHORTY LONG
GOODNIGHT, CINCINNATI, GOOD MORNING, TENNESSEE
JUST LIKE TWO DROPS OF WATER 953 and 45-953*

★ GRANDPA JONES
SEND IN YOUR NAME AND ADDRESS
TROUBLE, TROUBLE, TROUBLE 934 and 45-934*

SEPIA-BLUES

★ WYNONIE HARRIS
JUST LIKE TWO DROPS OF WATER
TREMBLIN' 4448

★ LUCKY MILLINDER
CHEW TOBACCO RAG
GEORGIA ROSE 4449 and 45-4449*

★ EARL BOSTIC
I CAN'T GIVE YOU ANYTHING BUT LOVE
ROCKIN' AND REELIN' 4437

Federal

★ LITTLE ESTHER
OTHER LIPS, OTHER ARMS
THE DEACON MOVES IN (with THE DOMINOES) 12016 and 45-12016*

★ THE DOMINOES
DO SOMETHING FOR ME
CHICKEN BLUES 12001 and 45-12001*

HARBOR LIGHTS
"NO!" SAYS MY HEART 12010

DELUXE

★ ROY BROWN
SWEET PEACH
GOOD MAN BLUES 3312 and 45-3312*

ANOTHER KING BRANCH NOW OPEN
134 E. SPRING ST., COLUMBUS, O.

*45 R.P.M.

distributors
King RECORDS INC.

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

. . . Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561 (45)49-1353 ASCAP (I'll Never Love You)
3. SYNCOPATED CLOCK
LeRoy Anderson, Dec 16005 (The Waltzing Cat)
4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
5. MY HEART CRIES FOR YOU
G. Mitchell-M. Miller, Col(78)39067, (33) 3-39067, (45)4-39067 (Roving Kind) ASCAP

Best-Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
4. OUT OF THIS WORLD
Original Cast, Col(78)MM-980, (45)A-980, (33)ML-54390
5. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417

CHICAGO

Best-Selling Pop Singles

1. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
2 IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson-V. Schoen Ork., Dec(78) 27515, (45)9-27515 BMI (Across the Wide Missouri)
4. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
5. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
4. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
5. CARUSO
E. Caruso, V(45)WCT-11, (33)LCT-1007

DETROIT

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

Best-Selling Albums

1 TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
2. LULLABY OF BROADWAY
D. Day, Col(78)C-235, (45)B-235, (33)CL-6168
3. CARNEGIE HALL JAZZ CONCERT, VOL. I and II
B. Goodman, Col(33)SL-160
4 TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530
5. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

NEW ORLEANS

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. YOU'RE JUST IN LOVE
P. Como, V(78)20-3945, (45)47-3945 ASCAP (It's a Lovely Day Today)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

Best-Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
3. CARUSO
E. Caruso, V(45)WCT-11, (33)LCT-1007
4. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
5. OUT OF THIS WORLD
Original Cast, Col(78)MM-980, (45)A-980, (33)ML-54390

LOS ANGELES

Best-Selling Pop Singles

1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
3. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (54)5571X45 ASCAP (Sentimental Music)
4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-3082 ASCAP (Row, Row, Row)
5. MOCKIN' BIRD HILL
P. Page, Mercury (78)5595, (45)5595X45 ASCAP (I Love You Because)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33) E-530
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
4. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
5. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417

WASHINGTON, D. C.

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. TENNESSEE WALTZ
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
5. ON TOP OF OLD SMOKY MOUNTAIN
Weavers-T. Gilkyson-V. Schoen Ork., Dec (78) 27515, (45)9-27515 BMI (Across the Wide Missouri)

Best-Selling Albums

1. CALL ME MADAM
E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
4. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
5. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

ATLANTA

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
4. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
5. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best-Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
4. GOLDEN DUETS
E. Caruso-L. Bori-G. Farrer-B. Gigli-G. Martinelli-J. McCormack-R. Ponselle-T. Ruffo-A. Scotti-Telva, V(45)WCT-6, (33)LCT-1004
5. STRAUSS: DIE FLEDERMAUS
L. Pons-R. Tucker-L. Welitch-C. Kullman-M. Lipton-J. Brownlee-E. Ormandy, conductor, Col(78)MOP-32, (33)SL-108

DALLAS-FORT WORTH

Best-Selling Pop Singles

1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 (ASCAP (Row, Row, Row)
4. YOU'RE JUST IN LOVE
P. Como, V(78)20-3945, (45)47-3945 ASCAP (It's a Lovely Day Today)
5. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530
3. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
4. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
5 CARNEGIE HALL JAZZ CONCERT, VOL. I and II
B. Goodman, Col(78)SL-160

PITTSBURGH

Best-Selling Pop Singles

1. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
4. SHENANDOAH WALTZ
B. Elliott Octet-J. Confer, Dec 27488 BMI (Sympathy)
5. VESTI LA GUIBBA
M. Lanza, V(78)10-3228, (45)49-3228 (Ave Maria)

Best-Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168
4. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
5. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

PHILADELPHIA

Best-Selling Pop Singles

1 IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASGAP (I'll Never Love You)
3. TENNESSEE WALTZ
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)
4. BRING BACK THE THRILL
E. Fisher-H. Winterhalter, V(78)20-4016, (45)47-4016 ASCAP (If It Hadn't Been for You)
5. MY HEART CRIES FOR YOU
G. Mitchell-M. Miller, Col(78)39067, (33) 3-39067, (45)4-39067 ASCAP (Roving Kind)

Best-Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
4. TOM AND JERRY AT THE CIRCUS
F. DeSales, narrator, MGM(78)MGM-51
5. GEMS FROM THE DESERT SONG
A. Goodman Ork., V(78)K-12, (45)WK-12, (33)LK-1003

ST. LOUIS

Best-Selling Pop Singles

1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
4. BEAUTIFUL BROWN EYES
R. Clooney, Col(78)39212, (45)4-39212, (33) 3-39212 BMI (Shotgun Boogie)
5. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP) (Row, Row, Row)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. CALL ME MADAM
D. Shore and Original Cast, V(78)OC-1, (45) WOC-1, (33)LOC-1000
4. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
5. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530

SEATTLE

Best-Selling Pop Singles

1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
2. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
5. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

Best-Selling Albums

1. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530
2. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
3. CARNEGIE HALL JAZZ CONCERT, VOL. I and II
B. Goodman, Col(33)SL-160
4. KISS ME, KATE
Original Cast, Col(78)C-200, (45)A-200, (33) ML-4140
5. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

BOSTON

Best-Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
4. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
5. TENNESSEE WALTZ
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)

Best-Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. OUT OF THIS WORLD
Original Cast, Col(78)MM-980, (45)A-980, (33)ML-54390
4. CALL ME MADAM
D. Shore and Original Cast, V(78)OC-1, (45)WOC-1, (33)LOC-1000
5. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

DENVER

Best-Selling Pop Singles

1. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
4. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best-Selling Albums

1. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO," RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
4. CARUSO
E. Caruso, V(45)WCT-11, (33)LCT-1007
5. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

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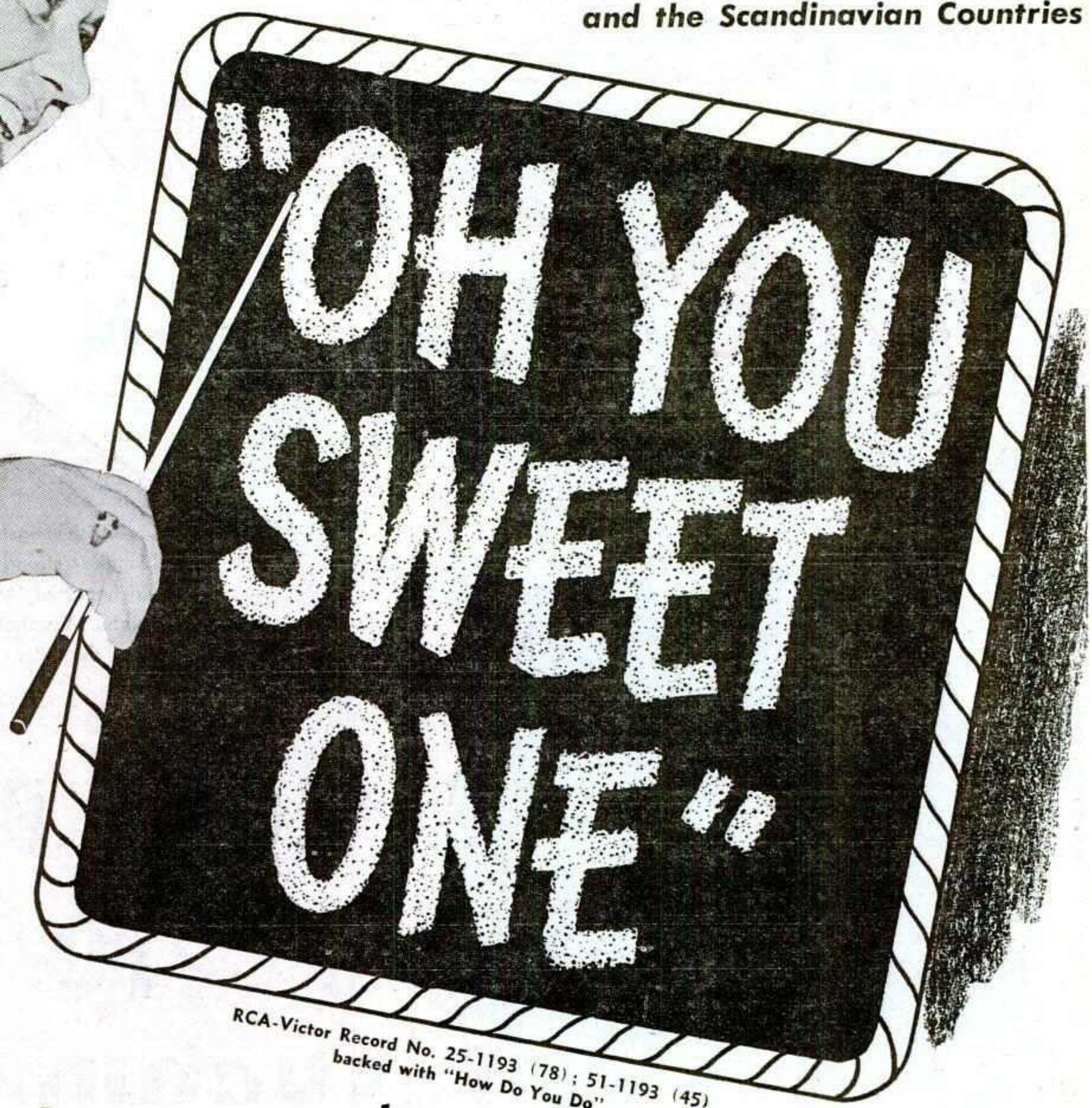
AMERICA'S NEWEST---EUROPE'S CURRENT NOVELTY SENSATION...

Top Hit in England, France, Holland, Germany and the Scandinavian Countries



The New Schnitzelbank Song

RCA-Victor Record No. 25-1193 (78); 51-1193 (45)
backed with "How Do You Do"

by

LAWRENCE DUCHOW

and his RCA-Victor Recording Orchestra

ATTENTION, DISK JOCKEYS: If you do not receive your DJ copy by April 10th notify RED RAVEN ENTERPRISES, Box 259, Appleton, Wisconsin. Be sure to apply on your station's letterhead with call letters.

RCA VICTOR Records

Current Releases Going Strong by Lawrence Duchow

"DICK'S POLKA" and "ZING ZING–ZOOM ZOOM"–RCA-Victor No. 25-1187 (78); 51-1187 (45)

"COME, WET YOUR MUSTACHE WITH ME" and "HOLKA POLKA"—RCA-Victor No. 25-1178 (78); 51-1178 (45)

"BELOVED, BE FAITHFUL" and "CRY BABY"—RCA-Victor No. 25-1174 (78); 51-1174 (45)

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her greatest recording

Anne Shelton

with

BOB FARNON'S Orchestra

"... British songstress Anne Shelton should make a strong impact in the U.S. market with her cut of "Angouleme", a fine item from England. Miss Shelton's lucid ballad style registers big on this side.

—VARIETY—March 7, 1951

'COME BACK TO ANGOULEME'

coupling

'DON'T MISUNDERSTAND'

78 RPM 935

45 RPM 45-935

Of the BIG FIVE *only* LONDON *has* ffrr

LONDON

THE FINEST SOUND ON RECORD

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THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

. . . Based on reports received March 21, 22 and 23

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION Weeks to date	Last Week	This Week			
11	2	1.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
19	1	2.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
16	3	3.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
6	4	4.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
7	7	5.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
6	6	6.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
5	11	7.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
13	8	8.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
4	12	9.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP
12	5	10.	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI
			(Weavers, Dec 27332; O. Brand, Crest CR-20552-1; Melodeons, MGM 10879; R. Allen, Mer 5573; L. Baxter, Cap 1381)		
13	10	11.	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP
5	14	12.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
3	14	13.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP
3	18	13.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI
			(J. Wakely-L. Baxter Chorus, Cap(78)1393, (45)F-1393; Lisa Kirk, V(45)47-4062, (78)20-4062; Arthur Smith, Del & Don, MGM 10914; A. Smith & His Dixieliners, Cap 1426; D. Drew-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; A. Mooney, MGM 10924; Trio Los Mendoza, Col 6609X; C. Budny & His Boys, Col 18781; Eddie Zack, Dec 46302)		
8	13	15.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
12	9	16.	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
			(Les Baxter, Cap 1381; Red Foley-Ernest Tubb, Dec 46297; R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Seymour Rechtzeit-Sam Medoff Ork, Banner B-2586; Paul Weston, Col 39160; Ken Griffin, Col(33) 3-39142)		
15	19	16.	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
12	22	18.	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
2	24	18.	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP
16	17	20.	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
5	22	20.	PENNY A KISS, PENNY A HUG	Andrews Sisters	Dec(78)27414; (45)9-27414—ASCAP
2	29	20.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
			(D. Washington, Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Anita O'Day, London 964)		
6	14	23.	PENNY A KISS, PENNY A HUG	E. Howard	Mercury(78)5567; (45)5567X45—ASCAP
12	20	24.	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
3	21	24.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI
6	26	24.	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP
			(Vinni De Campo, London 960; Billy Eckstine, MGM 10903; E. Fisher, V 20-4016; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350; D. Cherry-D. Terry Ork, Dec 27484)		
1	—	24.	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP
10	25	28.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
			(Rosemary Clooney, Col 39212; H. Hawkins, King 932)		
2	26	28.	WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159—ASCAP
4	—	28.	IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP
6	—	28.	MY HEART CRIES FOR YOU	R. Foley-E. Knight	Dec(78)27378; (45)9-27378—ASCAP

JUST LIKE MONEY IN THE BANK!

LEFTY FRIZZELL

sings

"MY BABY'S JUST LIKE MONEY"

and

"I WANT TO BE WITH YOU ALWAYS"

78 rpm 20799 • 33⅓ rpm 3-20799 • 45 rpm 4-20799

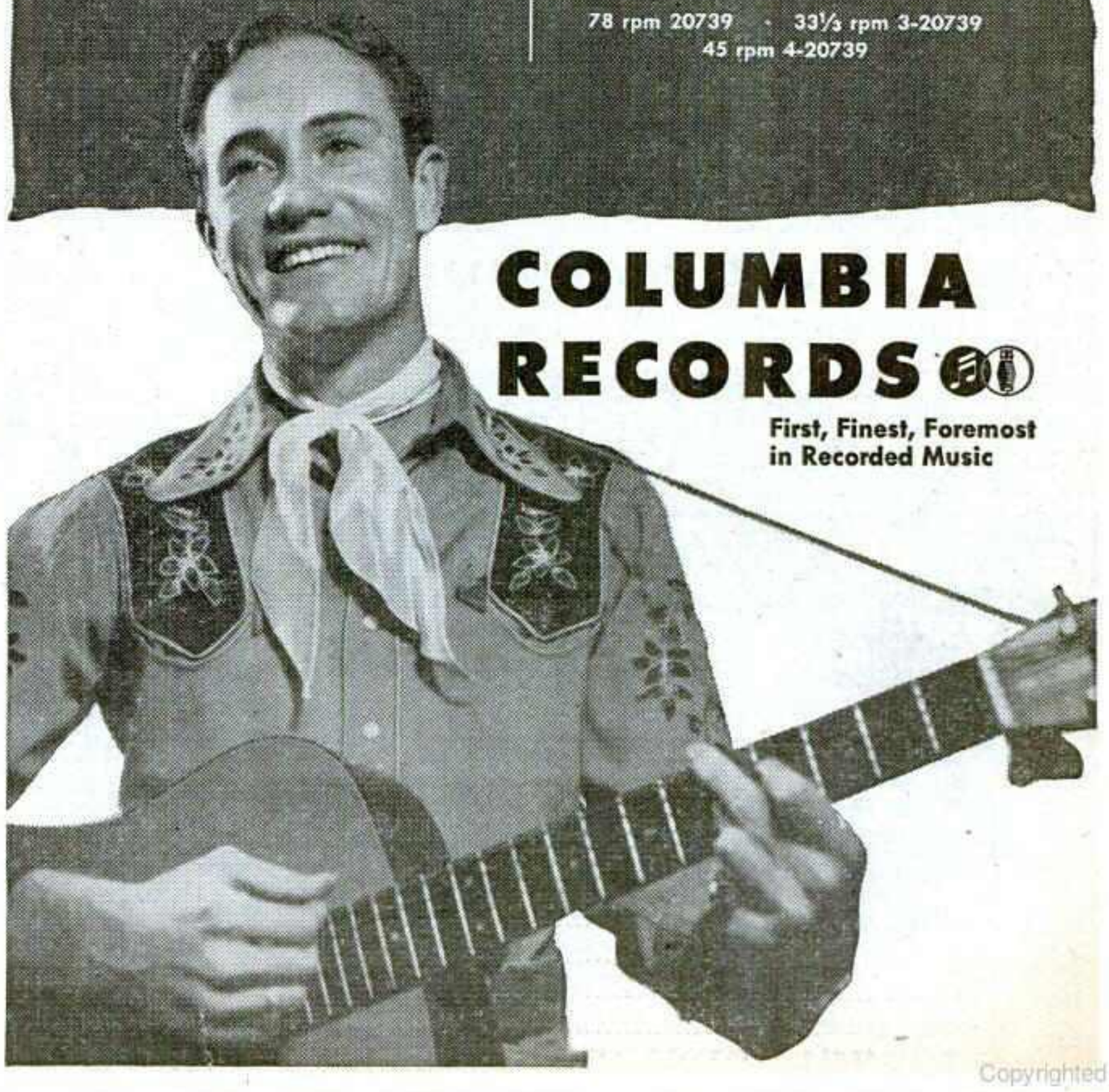
Other Lefty Frizzell Hits in High Favor

"SHINE, SHAVE, SHOWER" and "LOOK WHAT THOUGHTS WILL DO"

78 rpm 20772 • 33⅓ rpm 3-20772
45 rpm 4-20772

"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS"

78 rpm 20739 • 33⅓ rpm 3-20739
45 rpm 4-20739



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JOHNNY OTIS ORCH with MEL WALKER

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I WILL WAIT
THE FOUR BUDDIES

SAVOY #777 COMING UP STRONG! #3
MAMBO BOOGIE-GEE BABY
JOHNNY OTIS ORCH with MEL WALKER

SAVOY #776 BILLY WRIGHT DOES IT AGAIN! #4
KEEP YOUR HANDS ON YOUR HEART

SAVOY #780 A NEW HIT BY A NEW ARTIST! #5
DOGGIN' BLUES
JOHNNY OTIS ORCH with LINDA HOPKINS

Savoy RECORD CO., INC.
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NEW RPM LABEL RELEASE
"MY BABY'S GONE"
backed by
"DON'T YOU WANT A MAN LIKE ME"
by B. B. King
RPM-318
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HOLLYWOOD

The BIG THREE . . .
"BLACK NIGHT"
by CHARLES BROWN AL 3076
"TEARS, TEARS, TEARS"
by AMOS MILBURN AL 3080
"WALKIN' & TALKIN'"
by FLOYD DIXON AL 3069
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THE BILLBOARD Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WEBMAN

George Shearing will take a week off in June to play a couple of benefits for the blind in the South. Shearing will play in Miami June 27 for the Lighthouse and June 30 will play the auditorium in Atlanta for promoter **B. B. Beaman,** who will turn over all the income to the

Charles Brown kicked off an extensive one-nighter jaunt across the country this month. His Aladdin disking of "Black Night," which is sitting at the top of the best seller lists, served as a booking springboard for the warbler's new sextet. Result is that the group is booked solid thru March, April and May, with only five open dates in the 90 days. He currently is in Florida and next moves into the **Howard Lewis** route in Texas. . . . **Danny Kessler,** Columbia Records' new r. and b. recording and sales specialist, last week inked a new Detroit band on his tour of the Midwest. Ork is led by **Maurice King** and is billed as the Wolverines. The unit already has sliced four sides for the diskery.

Billy Strayhorn, for the past 13 years a cog in the **Duke Ellington** organization where he served as composer, arranger and second pianist on occasion, joined the newly formed **Johnny Hodges** group, which is comprised primarily of star refugees from the Ellington crew. Hodges opened at the Blue Note nitery in Chicago March 9; group already has been bought back for a three-week return engagement beginning June 1. . . . Hodges figured in another deal this week. Mercer Records obtained the rights for pressing and production in this country of a group of matrices the altoist sliced in France last year while the Ellington band was touring the Continent.

Phil Carreon has signed a p.m. pact with Reg Marshall Agency. Carreon went on tour Saturday (24), kicking off with nine dates in Colorado, four in New Mexico and five in Arizona. . . . Modern Records Prexy **Jules Bihari** relaxing in Acapulco, Mexico. . . . Deejay **Ray Robinson** has a new show, "Swing Time at the Elks," Sunday night for two hours. Airer comes from Elks Hall via KFOX. . . . Mercury has two sides out on **Juniar Tamplan** and the **De Coates** ork, "Love Is a Sin" and "Under the Viaduct."

Modern Music Publishing Company has been granted a charter by the secretary of state to publish music in Los Angeles County. Authorized capital is $25,000. **Josephy Duchowny,** 639 South Spring Street, Suite 825, Los Angeles, filed incorporation papers. Directors of the firm, who also have Modern Records, are: **Julius Biharri, Saul Bihari** and **Joseph Bihari, Saul Bihari** and **Joseph** West Los Angeles.

Count Basie is rehearsing a big band in New York. The orkster, who for the past couple of years has been working in front of sextet, will return with the full-sized unit for at least a couple of theater dates and some one-nighters. If bookings, handled by the Willard Alexander Agency, can be obtained, Basie may continue with the big band. At any rate, if he does not keep the full crew following those engagements already scheduled, he will probably make his all-out big band bid in September. . . . MGM Records is preparing a **Sarah Vaughan** album, to be issued on three speeds, of some of the thrush's top sides made for the now defunct Musicraft diskery. Titles include "Body and Soul," "My Kind of Love," "Ghost of a Chance," "You're Blase" and "A Hundred Years From Today."

Elmer Warner, blues singer, and **Tony Jenkins,** balladeer, were

(Continued on page 35)

• Most Played Juke Box Rythm & Blues Records

. . . Based on reports received March 21, 22 and 23

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records

POSITION Weeks to date	Last Week	This Week			
8	1	1.	BLACK NIGHT	C. Brown	Aladdin 376—BMI
22	5	2.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
14	2	3.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
7	3	4.	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
3	4	4.	MAMBO BOOGIE	J. Otis	Savoy 777—BMI
1	—	6.	DON'T TAKE YOUR LOVE FROM ME	Joe Morris-L. Tate	Atlantic 923—BMI
19	6	7.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
18	6	8.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
4	—	8.	LITTLE RED ROOSTER	M. Day-Griffin Brothers	Dot 1019
3	8	10.	RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI

• Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO. — TUNES COMMENT	OVER-ALL	SIDE ORDER	BALLADEER	SWINGSTER
JIMMY GRISSOM-RED CALLENDER SEXTETTE				
Once in Love Blues — HOLLYWOOD 149—Grissom sings a standard slow blues item with his usual feeling. A strong hunk of wax.	83	84	82	84
I Lost My Inspiration — A new Jessie Mae Robinson love ballad is ably chanted by Grissom with okay Callender group backing.	78	78	78	79
LONNIE JOHNSON				
Nobody's Lovin' Me — KING 4432—Johnson chants a medium-beat blues ballad with his usual presence and projection.	72	72	72	72
Nothing But Trouble — The warbler-guitarist sings a lowdown blues of his own cleffing. Effective mood job, with piano and rhythm backing.	76	76	76	76
ARNETT COBB				
Willow Weep for Me — Cobb blows a frilly, big-toned tenor solo, with echo, on the standard. A pretty job.	78	80	76	78
Run for the Hills — Breakneck riffer with bop touches, highlighted by an exciting romp chorus by Cobb. A deejay natural.	75	78	74	72

(Continued on page 82)

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FORTUNE'S DAILY DOUBLE! A Sure Bet!
#711 WALTZ OF VIRGINIA
BY CHUCK OAKES—VOCAL BY DANNY RICHARDS & SYLVIA
#145 TATTOOED LADY
BY SKEETS McDONALD
AND ANOTHER TERRIFIC WINNER!
#126 OKEE DOAKS b/w DIRTY BOOGIE
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THE BILLBOARD

Music Popularity Charts

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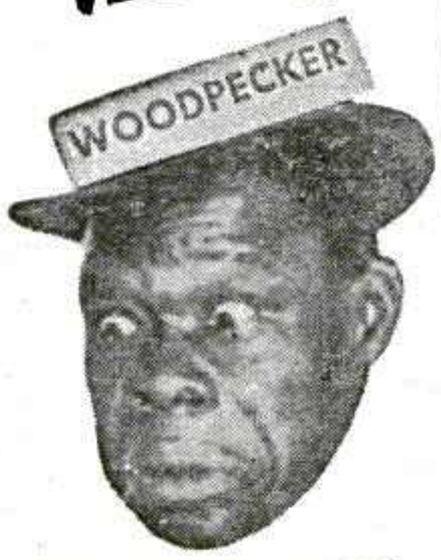

122 "THE NEW WOODPECKER"
123 "GOSSIP IN THE BARNYARD"
124 "EAVE DROPPIN'"

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60 Knowlton St. Bridgeport 8, Conn.

• Best Selling Retail Rhythm & Blues Records

. . . Based on reports received March 21, 22 and 23

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION Weeks to date	Last Week	This Week			
7	1	1.	BLACK NIGHT Once There Lived a Fool	C. Brown Aladdin 376—BMI	
13	2	2.	ROCKIN' BLUES My Heart Tells Me	J. Otis-M. Walker Savoy 766—BMI	
6	5	3.	LOST LOVE Life Is Suicide	P. Mayfield Specialty(78)390; (45)390-45—BMI	
22	3	4.	PLEASE SEND ME SOMONE TO LOVE Strange Things Happening	P. Mayfield Specialty(78)375; (45)375-45—BMI	
23	6	5.	TEARDROPS FROM MY EYES Am I Making the Same Mistake Again?	Ruth Brown Atlantic 919—BMI	
3	4	6.	DON'T TAKE YOUR LOVE FROM ME Stormy Weather	J. Morris Atlantic 923—BMI	
2	9	7.	BABY, LET ME HOLD YOUR HAND Lonely Boy	R. Charles Swingtime 250—BMI	
18	—	7.	BAD, BAD WHISKEY I'm Gonna Tell My Mama	A. Milburn Aladdin 3068	
7	—	7.	LITTLE RED ROOSTER Blues All Alone	M. Day-Griffin Brothers Dot 1019—BMI	
1	—	10.	TENNESSEE WALTZ BLUES House Warming Boogie	S. McGhee Atlantic 926	

• Advance Rhythm & Blues Record Releases

Ain't Nobody's Business—Jimmy Witherspoon (I Gotta) Modern 808
Country Girl Blues—Chris Powell (The Man) Col 39272
Cully Flower—Frank Cully (I've Got) Atlantic 935
Four Years—Johnny Moore (Unlucky Girl) Aladdin 3082
Girl Fifteen—Floyd Dixon (Walkin' and Talkin') Aladdin 3069
Hangover Blues—Johnny Otis (I Dream) Regent 1036
I Dream—Johnny Otis (Hangover) Regent 1036
I Gotta Gal Lives Upon a Hill—J. Witherspoon (Ain't Nobody's) Modern 808
I Just Now Realized—Allen Greene (I'll Never) Mer 8219
I Know the Blues—Chuck Norris (Rockin' After) Aladdin 3081
I Won't Cry Anymore—D. Washington (Don't Say) Mer 9211
If I Knew You Were There—Al Hibbler (Trav-lin') Atlantic 932
I'll Never Love Anyone Else—Allen Greene (I Just) Mer 8219
I'm Looking for Baby—Smokey Hogg (She's) Mer 8228
I've Got You Under My Skin—Frank Cully (Cully) Atlantic 935
Man With the Horn, The—Chris Powell (Country) Col 39272
Mercy, Mercy—Billy Wright (Stacked) Savoy 781
My Love, My Desire—Joe Morris (Pack) Atlantic 933
Nobody Wants Me—Arthur Crudup (Star) V 50-0117
One for My Baby—Cab Calloway (Shot Gun) Regal 3311
Pack Up All Your Rags—Joe Morris (My Love) Atlantic 933
Rockin' After Hours—"Chuck" Norris (I Know) Aladdin 3081
She's Always on My Mind—Smokey Hogg (I'm Looking) Mer 8228
Shot Gun Boogie—Cab Calloway (One for) Regal 3311
Stacked Deck—Billy Wright (Mercy) Savoy 781
Star Bootlegger—Arthur Crudup (Nobody) V 50-0117
Trav'lin' Light—Al Hibbler (If I) Atlantic 932
T'aint What You Want—Butterball Brown (It's Drunk) Mer 6320

"METRO POLKA"

recorded by

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FRANKIE LAINE.....MERCURY
LONZO AND OSCAR.....DECCA
MARLIN SISTERS.....LONDON
RUSS MORGAN.....DECCA
PINETOPPERS.....CORAL
LAWRENCE WELK.....CORAL
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RHYTHM AND BLUES NOTES

• Continued from page 34

inked by Savoy Records. . . . **Johnny Otis,** who is best known as the leader on a number of Savoy waxings, will make his debut as a singer on some forthcoming platters. Otis currently is at the Apollo Theater, New York. He inked **George Washington** to join his ork as vocalist. Washington at one time worked with Otis on the Coast and recorded with him on the now defunct Excelsior label. . . . **Eddie Shu** is the newest addition to the Mercer diskery's roster and is part of the label's drive in search for "new sounds." Shu's specialty is jazz harmonia; he also is an altoist and last worked with the **Lionel Hampton** band. The diskery also inked **Barbara Carroll,** a noted fem exponent of bop keyboard. . . . **Doc Pomus,** a blues shouter, was inked to a Coral pact and has already sliced a pair of sides for the label.

One of the hottest new r. and b. nitery stops is the Celebrity Club in Providence. Spot is owned and operated by **Paul Filipee** and is exclusively booked by **Irving Siders,** who works out of the Shaw Artists Corporation office in New York. Currently in the club is **Ella Fitzgerald,** who will be followed by **Sonny Thompson's** ork March 26. Subsequent talent due to play the spot includes **Lester Young, Sarah Vaughan, Johnny Hodges'** ork, **Art Tatum** and **Tiny Grimes'** group.

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All DOT RECORDS will be manufactured with unbreakable plastic material!

New Releases

POPULAR

1025 IF I SHOULD NEED YOU / OLD HOME TOWN — Jim Wilson with Ann Carr
1038 EASY MELODY / RED SAILS IN THE SUNSET — Wes Britt at the Organ with Rhythmasters

FOLK & WESTERN

1044 QUEEN OF ALL QUEENS / CRY ALL YOUR TEARS (On My Shoulder) — Billy Strickland
1039 MASON-DIXON BOOGIE / PLEASE STAY OUT OF MY DREAMS — Dink Embry and The Kentucky Lads

RHYTHM & BLUES

1041 SADIE GREEN / ONE STEADY DADDY — Margie Day with Griffin Brothers Orch.
1043 YOU WON'T LET ME GO / MY DEAR — The Four Dots
1030 WAITING FOR MY TRAIN / CINDY LOU — Cecil Gant
1042 IF YOU WANT SOME LOVIN' / YOUR BEST FRIEND — Griffin Brothers featuring Margie Day

SPIRITUALS

1040 DON'T DRIVE YOUR CHILDREN AWAY / DOES JESUS CARE — The Fairfield Four
1034 MY TROUBLE IS HARD / ELIJAH — The Dixieaires

Still Going Strong

POPULAR

1023 MEMPHIS BLUES / ALABAMA JUBILEE — John Maddox with Rhythmasters

FOLK & WESTERN

1028 I HOPE I DON'T LIVE LONG ENOUGH TO LOSE YOU / CORNS—A POPPIN' — Bob Lamm
1029 YOU COUNT ALL MY MISTAKES / DON'T EVER SAY YOU LOVE ME — Andy Wilson

RHYTHM & BLUES

1019 LITTLE RED ROOSTER / BLUES ALL ALONE — Margie Day with Griffin Bros. Orch.
1020 BLUES WITH A BEAT / GRIFF'S BOOGIE — Griffin Brothers Orch.
1024 BONAPARTE'S RETREAT / HOT PEPPER — Margie Day

JOE LIGGINS
1031 THE HONEYDRIPPER Parts I & II — (The Original)
1032 I'VE GOT A RIGHT TO CRY / LAST NIGHT BLUES — (The Original)
1033 TANYA / DOWN HOME BLUES — (The Original)

IVORY JOE HUNTER
1036 BLUES AT SUNRISE / YOU TAUGHT ME TO LOVE

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THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

. . . Based on reports received March 21, 22 and 23

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks to date	Last Week	This Week		
5	2	1.	RHUMBA BOOGIE You Passed Me By	Hank Snow V(78)21-0431; (45)48-0431—BMI
12	1	2.	THERE'S BEEN A CHANGE IN ME Tie Me To Your Apron Strings Again	E. Arnold V(78)21-0412; (45)48-0412—BMI
16	3	3.	SHOTGUN BOOGIE I Ain't Gonna Let It Happen Again	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
18	4	4.	GOLDEN ROCKET Paving the Highway With Tears	H. Snow V(78)21-0400; (45)48-0400—BMI
39	5	5.	I'M MOVIN' ON With This Ring I Thee Wed	H. Snow V(78)21-0328; (45)48-0328—BMI
3	5	6.	COLD, COLD HEART Dear John	Hank Williams MGM(78)10904; (45)K-10904—BMI
4	8	7.	POISON LOVE Lonesome	Johnnie & Jack V(78)21-0377; (45)48-0377—BMI
2	—	8.	BEAUTIFUL BROWN EYES At the Close of a Long Long Day	J. Wakely-L. Baxter Cap(78)1393; (45)F-1393—BMI
5	10	9.	MAY THE GOOD LORD BLESS AND KEEP YOU I'm Writing a Letter to the Lord	E. Arnold V(78)21-0425; (45)48-0425—ASCAP
2	—	10.	MOCKIN' BIRD HILL Big Parade Polka	Pinetoppers Coral(78)64061; (45)9-64061—ASCAP

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. I LOVE YOU A THOUSAND WAYS—H. Hawkins—King 918—BMI
2. SO LONG—R. Foley-E. Tubb—Dec 46297—BMI
3. PETER COTTONTAIL—G. Autry—Col(78)38750, (33)1-575

• Country & Western Records Most Played by Folk Disk Jockeys

. . . Based on reports received March 21, 22 and 23

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Weeks to date	Last Week	This Week		
2	1	1.	THERE'S BEEN A CHANGE IN ME	E. Arnold V(78)21-0412; (45)48-0412—ASCAP
14	2	2.	SHOTGUN BOOGIE	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
21	4	3.	I LOVE YOU A THOUSAND WAYS	L. Frizzell Col(78)20739; (33)3-20739; (45)4-20739—BMI
5	3	4.	RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI
5	7	5.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell Col(78)20772; (33)3-20772; (45)4-20772—BMI
3	6	6.	COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI
7	9	6.	POISON LOVE	Johnny & Jack V(78)21-0377; (45)48-0377—BMI
19	5	8.	GOLDEN ROCKET	Hank Snow V(78)21-0400; (45)48-0400—BMI
2	10	9.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Cap(78)1393; (45)F-1393—BMI
2	10	10.	MOCKIN' BIRD HILL	Pinetoppers Coral(78)64061; (45)9-64061—ASCAP

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category

1. I LOVE YOU A THOUSAND WAYS—H. Hawkins—King 918—BMI
2. STRANGE LITTLE GIRL—Cowboy Copas—King 951
3. CHEW TOBACCO RAG—Z. Turner—King 950—BMI

• Advance Folk (Country & Western) Record Releases

Amen, Brother Ben—Cliffie Stone (Red Head) Cap 1406
Back 'Up and Push—Tommy Jackson (Fire On) Mer 6313
Colorado Boogie—Rocky Rauch (Talk Talk) Mutual M 207
Gotta Have Some Lovin'—Delmore Brothers (Field Hand) King 935
Heartaches and Teardrops—Hubert Friar (Joe's Mandolin) Fortune 150
I Don't Care Any More—Floyd Tillman (I Love) Col 20793
Lefty's Breakdown—The Saddle Kings (Up Jumped) MacGregor 650
My Life With You—Carter Sisters, Annie Lou & Danny (A Trinket) V (45) 48-0439
Over the Waves—Jerry Byrd (Twilight Blues) Mer 6306
Rosanna (Girl That I Love)—Down Homers (Nothin' Clickin') King 936
Runnin' Round—Jack Boles (Rockin' Chair) MGM 10931
Shenandoah Waltz—Eddie Zack (Beautiful Brown) Dec 46302
Talk, Talk, Talk—Rocky Rauch (Colorado Boogie) Mutual M-207
That's What I Like About the West—Tex Williams (Smoke! Smoke!) Cap 1437
Wrangler Boy's Boogie—Randy Hawkins (Love Bird) Fortune 154
You're the Only Star—Ray Smith (I'm Glad) London 953

WATCH FOR
Two New Songs
"Sick, Sober and Sorry"
and
"Tennessee Walking Horse"
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FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Jimmy Wakely has signed a management pact with Music Corporation of America. . . . **Jimmy Kish,** WBBW, Youngstown, O., has inked with the Morales label of Los Angeles. . . . **Pete Cassell** has left his d. j. spot at WARL, Arlington, Va., to take over three daily singing segs at WWVA, Wheeling, W. Va. . . . **Hank Snow** was voted top h. b. artist by a poll in The Southern Farmer mag. . . . **Jimmy Dickens** is doing four weeks in the Southwest. . . . **Sons of the Pioneers** play Portland University, Portland, Ore., April 26-29, and the Snake River Rodeo, July 18-21, at Nampa, Idaho. . . . The **Sunset Westerners,** of Roswell, N. M., have inked a pact with Valley Hill Music and a management paper with **Ray Parker.**

Smiley Burnette (Capitol) is going in for outboard racing. He is currently rebuilding a boat, which on trial runs, has ticked off 55 m.p.h. . . . Mercury has inked **Jackie Doll,** 21-year-old singer, currently working a Chi lounge. They have also added **Bobby Soots,** the h. b. singer who did sides with **Gene Krupa** for Victor. . . . **Columbia** has released its first sides by the **Prairie Ramblers** and **Billy Walker,** last with Capitol. . . . **Al Miller,** of Victor, reports that **Ray Anderson** has taken over a hillbilly d. j. post with WHTN, Huntington, W. Va. . . . **Bill Powell,** who has been ill for the past two years, returns to work at WHIO, Dayton, O., with his band getting a daily early morning slot.

Hy Grill, hillbilly a. and r. man for Coral, was in Nashville talking over a deal with the **Spotlighters,** new WSM group which features **Billy Burke** and **Hank (Sugarfoot) Garland.** . . . **Captain Stubby** and the **Buccaneers,** WLS, Chicago, have inked another year's pact with Decca.

Norm Riley, personal manager for **Hank Snow** (Victor), did a disk jockey e.t. show spun across the Dominion before he joined Snow. Snow will soon be released on a train-song album by Victor. Three engine ditties by the late **Jimmy Rodgers** will be included. . . . **Benny Martin,** new warbler on MGM, is a fiddler with **Roy Acuff's** band, currently doing an army camp sweep thru Europe. . . . **Webb Pierce,** ex-4 Star and Pacemaker vocalist, has gone with Decca. . . . **Kenny Marvin,** who did Lonzo with Lonzo and Oscar is now working with **Jimmy Dickens.** The new Lonzo is **Johnny Sullivan,** whose brother **Oscar** does the other half of the team.

Jack Starnes, manager of **Lefty Frizzell** (Columbia), has inked a pact with the **Callahan Brothers, Bill** and **Joe,** who work with Frizzell's show band. Starnes and his wife, **Neva,** have purchased the Palm Isle, 1,400-seat nitery at Longview, Tex., where they will play Frizzell and other traveling names. Starnes and Frizzell are currently negotiating for a Western trip, during which they'll play Marty Landau's Riverside Rancho, Los Angeles, and about two weeks of one-nighters. Starnes is also dealing with **Jim Bulliet,** of KWKH, Shreveport, La., regarding a steady job with that station for Frizzell. As yet, Frizzell has not inked a publishing agreement with anyone, but **Jean Aberbach** spent a large part of a three-day visit in Chicago with Starnes and Frizzell.

Pee Wee King is starting a new serial type dramatic Western show once a week over WAVE-TV. King will do some Sunday dates with **Hank Snow** during the next six weeks, with **J. L. Frank** promoting. . . . **George Morgan** will add comedian **Slim Lay** for a series of North Carolina dates early in April.

Charlie Kanter, prexy of the juke ops' association in Cincinnati, has inked **Rome Johnson** to a p.m. pact. Johnson has cut his first release on Abbey records

(Continued on page 85)

• Most Played Juke Box Folk (Country & Western) Records

. . . Based on reports received March 21, 22 and 23

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION Weeks to date	Last Week	This Week		
15	1	1.	SHOTGUN BOOGIE	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
10	2	2.	THERE'S BEEN A CHANGE IN ME	E. Arnold V(78)21-0412; (45)48-0412—ASCAP
21	5	3.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell Col(78)20739; (33)3-20739; (45)4-20739—BMI
4	3	4.	RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI
7	7	5.	MOCKIN' BIRD HILL	Pinetoppers Coral(78)64061; (45)9-64061—ASCAP
18	4	6.	GOLDEN ROCKET	H. Snow V(78)21-0400; (45)48-0400—BMI
2	6	7.	COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI
3	8	8.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus Cap(78)1393; (45)F-1393—BMI
5	10	9.	DEAR JOHN	H. Williams MGM(78)10904; (45)K-10904—ASCAP
15	—	10.	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell Col(78)20739; (33)3-20739; (45)4-20739—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. POISON LOVE—Johnnie & Jack—V(78)21-0377, (45)48-0377—BMI
2. TAILOR MADE WOMAN—Tennessee Ernie-J. (Fingers) Carr—Cap(78)1349, (45)F-1349
3. I'LL SAIL MY SHIP ALONE—T. Hill—Mercury(78)5508, (45)5508X45—BMI

• Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	BETA-LLER	OPERATOR
ROCKY RAUCH					
Talk—Talk—Talk	MUTUAL 207—Dullish recording of a medium-beat novelty tune of routine caliber. Vocal is passable, instrumental passages too long and too dull.	40	40	40	40
Colorado Boogie	Western-swing jumper is ordinary material-wise. Rendition is fair, with a startling jazz tenor sax spotted thru the confusion.	40	40	40	40
LES "CARROT TOP" ANDERSON (Noel Boggs & Dudes)					
I Was Sorta Wonderin'	DECCA 46303—Anderson chants ably, Boggs fiddles sweetly and the string band serves up neat accompaniment on an okay country love ballad.	71	72	70	72
Just Like Two Drops of Water	Anderson is much more effective on a rhythmic country blues item with a fine lyric idea. The ork and Boggs contribute a good snuffle beat and suitable fiddle solo.	83	84	82	83
EARL SONGER					
I Won't Confess I'm Sorry	FORTUNE 155—Songer twangs an okay backwoods vocal on a torcher, with real downhome mouth organ and guitar work in back.	65	63	65	67
Blue Mountain Girl	Another back-mountain offering here; it's a slow waltzer, authentically sung and played.	65	63	65	67
SALLY CLARK					
Last Night My Heart Crossed the Ocean	R. F. D. 5072—Something different here: A Hawaiian flavored country ballad, punctuated thruout with a sound effect of breaking surf. Could get deejay play on the strength of the gimmick.	76	79	75	73
It Happens Ev'ry Day	Thrush gets off a routine weeper with Hawaiian guitar in back. Routine effort.	60	60	60	60
DELMORE BROTHERS					
Gotta Have Some Lovin'	KING 935—Brothers stomp out a lively up-tempo country blues, with strings beating it out solidly in back.	72	72	70	74
Field Hand Man	A splendid utilization of Deep South folk sources here: It opens and closes with field calls around a moving blues harmonized by the brothers while a guitar puts down a fine slow boogie in back. Should be a natural in both folk and r. and b. in the south.	83	83	83	83
JIMMIE DALE					
I'm Goin' Away for Good	FEDERAL 10002—Dale does a creditable vocal on a lively country novelty tune built on a catchy riff.	72	72	70	74
If I Could Change My Heart	Warbler chants a so-so torcher engagingly.	68	68	68	68
HOMER & JETHRO					
Night and Day	FEDERAL 10004—The country comics cut up touches on an express-tempo treatment of the Cole Porter classic. No special attractions here.	62	65	60	60
When It's Long Handle Time in Tennessee	Spring is coming, so this wintry message isn't especially timely—but it is a funny bit, and the boys have a high old time with it.	72	74	72	70
BOB WILLIAMS					
What Am I Doing Down Here?	TENNESSEE 746—Clever, imaginative country humor in this production piece about a reunion in the hot place among a man, his wife, his senator, his lawyer and "John L." Should do well in the coal country.	83	84	82	81
Crackers, Cheese and Beer	Novelty sparkler with a sock tag gets a zestful, winning go from Williams, with a lively assist from combo.	84	84	84	84

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THE BILLBOARD Music Popularity Charts

• Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

Aba Oaba Honeymoon, The—Freddie Fisher (The Wild) Dec 27510
Across the Wide Missouri—The Weavers (On Top) Dec 27515
Alice in Wonderland—Hugo Winterhalter (I'll Never) V 20-4087
All in the Golden Afternoon—Fran Allison (Did) V 20-4089
Always You—Rex Allen (Sparrow) Mer 5597
Baby-O, Baby-O—Jimmy Dorsey (Just) Col 39258
Be My Love—Ethel Smith (If) Dec 27534
Beer Barrel Polka—Irving Berlin (In Apple) Intro 6012
Blue Valley Moon—Al Costello (If You) Crescendo C 101-2
Cannonball Express—Peggy Lee (That) Cap 1450
Charlie Is My Darling—Russ Morgan (Metro) Dec 27528
Choir Boy—Dave Street (Don't) Broadway 1003
Co-Co-Coconut—Edmundo Ros (Mambo) London 1004
Did You Write a Letter to Your Sweetheart?—Fran Allison (All) V 20-4089
Dizzy Fingers—Lawrence Cook (You're) Abbey 15040
Do Something for Me—Ink Spots (A Fool) Dec 27493
Dr. Jive Jives—Buddy Johnson (What) Dec 27486
Don't Cry—Don Cherry (Don't) Dec 27535
Don't Ever Leave Me—Dave Street (Choir) Broadway 1003
Don't Know What It Is, It Must Be Love—Rudy Yancar (New Jersey) Token T 202
Don't Leave Me Now—Don Cherry (Don't Cry) Dec 27535
El Choclo—The Castilians (Valentino) Dec 27511
Eleanor—Ray Anthony (My Prayer) Cap 1438
Emilia Polka—Frankie Yankovic (Frances) Col 39269
Faithful—Fred Waring (My Lost) Dec 27496
Flying Saucers—Mel Blanc (K-K-K Katy) Cap 1441
Fool Grows Wise, A—Ink Spots (Do) Dec 27493
Frances Darling Frances—Frankie Yankovic (Emilia) Col 39269
Gaucho Serenade, The—Billy Williams Quartet (I Won't) MGM 10928
Get Out Those Old Records—Martha Davis (Would) Coral 65048
Get Your Paper—Eddie Fisher (Goodbye) V 20-4100
Go Tell Your Troubles to Somebody Else—Johnny Parker (My Love) Cap 1442
Go 'Way Gal—Three Flames (Stick) Col 39259
Goodbye G. I. Al—Eddie Fisher (Get) V 20-4100
Goodbye, John—Percy Faith (No One) Col 39257
Hands Off My Heart—Harvey Grant (You Belong) MGM 10926
Home That's Filled With Love, A—Fred Waring (The Place) Dec 27480
Hot Canary, The—Florian Zabach (Jalouisie) Dec 27509
How High the Moon—Les Paul (Walkin') Cap 1451
How Thoughtful of You—Smith Bros. (There's) London 988
I Want a Wittle Wabbit—Mr. Giggles (My Funny) Dec 27491
I Won't Cry Anymore—Billy Williams Quartet (The Gaucho) MGM 10928
If—Ethel Smith (Be My) Dec 27534
If I Could Steal You From Somebody Else—Tex Ritter (There's No) Cap 1453
If I Loved You—Les Brown (I'll Be) Coral 60407
If You Don't Look Out You'll Be Out Looking In—Al Costello (Blue) Crescendo C 101-2
I'll Be Around—Les Brown (If I) Coral 60407
I'll Never Know Why—Hugo Winterhalter (Alice) V 20-4087
I'm Late—Mindy Carson (Twas Brillig) V 20-4088
I'm on My Way Home—Peter Lind Hayes (Let) Dec 27495
I'm Yours To Command—Tony Fontane (Syncopated) Mer 5607
In Apple Blossom Time—Irving Irving (Beer) Intro 6012
In the Valley of the Moon—Lee Monti's Tutones (Roman) London 994
It Is Spring at Lake Tahoe—Johnny Giles (I've Got) Movieland MOV 58-60
It Only Takes a Minute—Mary Mayo (My Love) Cap 1439
I've Got Those All Alone Blues—Johnny Giles (It Is) Movieland MOV 58-60
Jalousie—Florian Zabach (The Hot) Dec 27509
Jazz Me Blues—Ed Farley (Margie) Token T 201
Jo-Ann—Freddy Martin (Never) V 20-4099
Just for Tonight—Jimmy Dorsey (Baby-O) Col 39258
K-K-K Katy—Mel Blanc (Flying) Cap 1441
Last Roundup, The—Four Tunes (Wishing You) V 20-4102
Let Me In—Peter Lind Hayes (I'm on) Dec 27495
Let's Waltz Just Once More—Harry Babbitt-Martha Tilton (Where) Coral 60430
Life's Desire—Dick James (Theater) London 1013
Little Child—Nat King Cole (Red) Cap 1468
Little Rock Getaway—Kay Brown (My Love) Merc 5600
Love Flew Out the Window When Money Came in Thru the Door—Rome Johnson (Stain) Abbey 15041
Love Is a Sin—Junior Tamplin (Under) Mer 8218
Love Me My Love—Anne Shelton (The Loveliest) London 937
Loveliest Night of the Year, The—Anne Shelton (Love) London 937
Loveliest Night of the Year—Fred Waring (Tulips) Dec 27507
Lovely Is the Evening—Evelyn Knight (Nobody's) Dec 27492
Lovely Is the Evening—Modernaires (Wishing) Coral 60408
Lucky People—Monica Lewis (You) MGM 10925
Mambo Negro—Edmundo Ros (Co-Co) London 1004
March of the Cards—Three Suns (Syncopated) V 20-4090
Marcheta—Frank Petty Trio (When) MGM 10927
Margie—Ed Farley (Jazz) Token T 201
Metro Polka—Marlin Sisters (Music) London 995
Metro Polka—Russ Morgan (Charlie) Dec 27528
More I Cannot Wish You—Bing Crosby (Silver) Dec 27508
Music in My Heart—Marlin Sisters (Metro) London 995
My Funny Sunny Honey Bunny—Mr. Giggles (I Want) Dec 27591
My Lost Melody—Henri Rene (You Are) V 20-4101
My Lost Melody—Fred Waring (Faithful) Dec 27496
My Love and My Mule—Kay Brown (Little) Mer 5600
My Love and My Mule—Mary Mayo (It Only) Cap 1439
My Love and My Mule—Johnny Parker (Go Tell) Cap 1442
My Prayer—Ray Anthony (Eleanor) Cap 1438
My Song About You—Bob Richards (Who) Crescendo C 100-1
Never Been Kissed—Freddy Martin (Jo-Ann) V 20-4099
New Jersey Polka—Rudy Yancer (Don't) Token T 202
Nickelodeon Waltz, The—Lawrence Cook (What) Abbey 15042
Ninety-Nine Guys—Woody Herman (Searching) MGM 10929
No One But You—Percy Faith (Goodbye) Col 39257
Nobody's Tears Are Falling But Mine—Evelyn Knight (Lovely) Dec 27492
Oldies—Ethel Merman-Ray Bolger (Once) Dec 27506
On Top of Old Smoky—The Weavers (Across) Dec 27515
Once Upon a Nickel—Ray Bolger-Ethel Merman (Oldies) Dec 27506
Place Where I Worship—Fred Waring (A Home) Dec 27480
Red Sails in the Sunset—Nat King Cole (Little) Cap 1468
Roman Guitar—Lee Monti's Tutones (In the) London 994
Romancing—Jimmy Etta-Corky Ferrara (Too Many) Stylecraft S 503-4
Searching—Woody Herman (Ninety-Nine) MGM 10929
Serenade in Blue—Erroll Garner (The Sheik) Atlantic 675
Sheik, The—Erroll Garner (Serenade) Atlantic 675
Shenandoah Waltz—Richard Hayes (Too Young) Mer 5599
Sidewalk Shufflers—Sonny Burke (That's) Dec 27541
Silver Moon—Bing Crosby (More) Dec 27508
Sparrow in the Tree Top—Rex Allen (Always) Mer 5597
Stain Upon My Heart, A—Rome Johnson (Love) Abbey 15041
Stick Around—Three Flames (Go 'Way) Col 39259
Syncopated Clock—Tony Fontane (I'm Yours) Mer 5607
Syncopated Clock—Three Suns (March) V 20-4090
That Ol' Devil—Peggy Lee (The Cannonball) Cap 1450
That's My Girl—Nat King Cole (Too Young) Cap 1449
That's the One for Me—Sonny Burke (Sidewalk) Dec 27541
Theater—Dick James (Life's) London 1013
There'll Never Be Another You—Al Morgan (You) London 992
There's No One To Cry Over Me—Tex Ritter (If I) Cap 1453
There's No Return—Smith Bros. (How) London 988
Till We Meet Again—Jo Stafford-Nelson Eddy (With) Col 1 G
Too Late Now—Toni Arden (Too Young) Col 39271
Too Many Tomorrows—Jimmy Etta Ork-Rita Harris (Romancing) Stylecraft S 503-4
Too Young—Toni Arden (Too Late) Col 39271
Too Young—Nat King Cole (That's) Cap 1449
Too Young—Richard Hayes (Shenandoah) Mer 5599
Tulips and Heather—Fred Waring (The Loveliest) Dec 27507
Twas Billig—Mindy Carson (I'm Late) V 20-4088
Under the Viaduct—Junior Tamplin (Love) Mer 8218
Valentino Tango—The Castilians (El Choclo) Dec 27511
Walkin' and Whistlin' Blues—Les Paul (How) Cap 1451
What Will I Tell My Heart—Buddy Johnson (Dr. Jive) Dec 27486
Whatever Happened to the Good Old Days—Lawrence Cook (Nickelodeon) Abbey 15042
When I Lost You—Frank Petty Trio (Marcheta) MGM 10927
Where the Red Roses Grow—Harry Babbitt-Martha Tilton (Let's) Coral 60430
Who Stole the Monkey—Flo Bullis (My Song) Crescendo C 100-1
Wild Wild Women—Freddie Fisher (Aba Daba) Dec 27510
Wishing You Were Here Tonight—The Four Tunes (The Last) V 20-4102
Wishing You Were Here Tonight—Modernaires (Lovely) Coral 60408
With These Hands—Jo Stafford-N. Eddy (Till) Col 1 G
Would I Love You—Martha Davis (Get) Coral 65048
You Are the One—Monica Lewis (Lucky) MGM 10925
You Are the One—Henri Rene (My Lost) V 20-4101
You Belong to My Heart—Harvey Grant (Hands) MGM 10926
You Can't Tell a Lie to Your Heart—Al Morgan (There'll) London 992
You're the One I Care For—Lawrence Cook (Dizzy) Abbey 15040

POPULAR ALBUMS

Ella Sings Gershwin Album—Ella Fitzgerald-Ellis Larkin (1-10") Dec (33) DL 5300; Someone To Watch Over Me, My One and Only, But Not for Me, Looking for a Boy, I've Got a Crush on You, How Long Has This Been Going On, Maybe, Soon
In the Evening by the Moonlight Album—Ames Bros. (1-10") Coral (33)CRL-56017; Because; In the Evening by the Moonlight; Just a Dream

(Continued on page 84)

JET'
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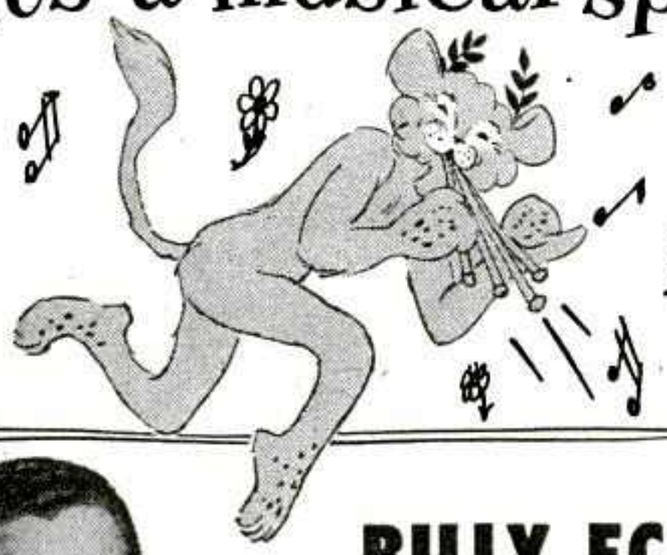

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BILLY ECKSTINE

I APOLOGIZE ★ **BRING BACK THE THRILL**

78 RPM — MGM 10903 • 45 RPM — MGM K10903

CARLETON CARPENTER ★ **DEBBIE REYNOLDS**

ABA DABA HONEYMOON ★ **ROW, ROW, ROW,**

78 RPM — MGM 30282 • 45 RPM — MGM K30282

FRED ASTAIRE ★ **JANE POWELL**

HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE ★ **TOO LATE NOW**

78 RPM — MGM 30316 • 45 RPM — MGM K30316

GEORGE SHEARING QUINTET

FOR YOU ★ **LITTLE WHITE LIES**

78 RPM — MGM 10907 • 45 RPM — MGM K10907

TRUDY RICHARDS

THAT'S HOW OUR LOVE WILL GROW ★ **I'LL BE ALL SMILES TONIGHT**

78 RPM — MGM 10922 • 45 RPM — MGM K10922

JOHNNY DESMOND

MAMA ★ **MY YIDDISHE MOMME**

78 RPM — MGM 10939 • 45 RPM — MGM K10939

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33⅓ RPM—MGM Long Playing Record E-543

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks •

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

NEVER BEEN KISSED ..... **Freddy Martin Ork** ..... Victor 20-4099

A yockful novelty co-cleffed by Charley Grean, author of "The Thing," this attention-getter is done to a turn by warbler Merv Griffin and the boys.

WHAT WILL I TELL MY HEART?
I'M YOURS TO COMMAND ..... **Billy Eckstine** ..... MGM 10944

Mr. B belts thru with a promising double-sider. "Hearts" is a romantic ballad revival; "Command" is an unpublished Russ Columbo throbber. Both are potently sold here.

I'M YOURS TO COMMAND ..... **Sammy Kaye Ork** ..... Columbia 39325

Tony Alamo registers with a big treatment of the Columbo tune to a cleffing styled along the lines of Kaye's smash "It Isn't Fair." Flip, "Shenandoah Waltz," is also strong.

WHERE THE RED ROSES GROW ..... **Harry Babbitt-Martha Tilton** ..... Coral 60430

A simple sentimentalizer is handed the "Near You" treatment under a forthright duetting by the Babbitt-Tilton team.

HAPPINESS ..... **Guy Lombardo Ork** ..... Decca 27516

A cheery moralizer laden with optimistic cliches, this one could be the Lombardo sequel to "Enjoy Yourself."

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1.	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Decca 27515
2.	YOU'RE THE ONE	Frank Sinatra	Columbia 39213
3.	SOLO	Buddy Morrow Ork	Victor 20-4084
4.	YEAH! YEAH! YEAH!	Peggy Lee	Capitol 11428
5.	LET ME IN	Paul Weston Ork	Columbia 39250
6.	MY PRAYER	Ray Anthony Ork	Capitol 11438
7.	HOT CANARY	Florian Zabach	Decca 27509
8.	MAMA	Vic Damone	Mercury 5444
9.	SHENANDOAH WALTZ	Dinning Sisters	Capitol 1429
10.	BABY-O, BABY-O	Jimmy Dorsey Ork	Columbia 39258

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1.	METRO POLKA	Frankie Laine	Mercury 5581
2.	ALWAYS YOU	Bobby Wayne	London 972
3.	LET ME IN	Bobby Wayne	London 973
4.	MAY THE GOOD LORD BLESS AND KEEP YOU	Jan Peerce	Victor 10-3724
5.	ONCE UPON A NICKEL	Georgia Gibbs	Coral 60406
6.	ACROSS THE WIDE MISSOURI	The Weavers	Decca 27515
7.	I'LL NEVER KNOW WHY	Hugo Winterhalter Ork	Victor 20-4087
8.	I LEFT MY HAT IN HAITI	Billy Eckstine-Woody Herman Ork	MGM 19016

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1.	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Decca 27515
2.	WITHOUT A SONG	Perry Como	Victor 20-4033
3.	YEAH! YEAH! YEAH!	Peggy Lee	Capitol 1428
4.	LET ME IN	Blue Barron Ork	MGM 10923
5.	ONCE UPON A NICKEL	Georgia Gibbs	Coral 60406
6.	PRETTY EYED BABY	Jane Turzey Trio	Decca 27479
7.	HOW HIGH THE MOON	Les Paul	Capitol 1451
8.	CHRISTOPHER COLUMBUS	Guy Mitchell-M. Miller Ork	Columbia 39190
9.	SHENANDOAH WALTZ	Dinning Sisters	Capitol 11429

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1.	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Columbia
2.	PLASTIC HEART	Roy Acuff	Columbia 20792
3.	BLUEBIRD ISLAND	Hank Snow	Victor 21-0441
4.	GOODNIGHT CINCY, GOOD MORNING TENNESSEE	Louis Innis	Mercury 6312
5.	DON'T STAY TOO LONG	Ernest Tubb	Decca 46296
6.	KENTUCKY WALTZ	Eddy Arnold	Victor 21-0444
7.	HE'LL UNDERSTAND AND SAY WELL DONE	Red Foley	Decca 14553
8.	IF YOU BUT CARE	Cowboy Copas	King 937
9.	PLAYING POSSUM	Hank Thompson	Capitol 1379

VOX JOX

• *Continued from page 26*

gives you a lift—no ballads, schmaltz, etc." . . . **Roy Jones,** WLBB, Carrollton, Ga., pens, "Latest addition to my '1100 Club' is a visit every second Tuesday from a West Georgia College student, who acts as a guest disk jockey on my program." . . . "Other morning, just for kicks, I started to charge at least $1 for phone requests on my morning show," writes **Bud Chase,** WONE, Dayton, O., "Collected $225 for the polio drive in two hours. Never use phone otherwise." . . . **Don John Ross,** WJTN, Jamestown, N. Y., has a gimmix seg tagged "Don John's Dungeon," during which he plays" records that failed to click, disks which clicked but died out too fast and platters which were just too beautiful to become popular (i. e. "Song of Delilah"). . . . **Stu Wayne,** WPEN, Philadelphia, is featuring a "mystery voice" record on his show. Listeners have guessed everybody from **Sophie Tucker** to **Bobby Breen.** Platter is actually a 1935 disking of "Be Still My Heart," by **Gertrude Niesen.**

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THE BILLBOARD Music Popularity Charts

• Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	JUKE-BOX	DISK JOCKEY	RETAILER	OPERATOR

POPULAR

BUDDY JOHNSON

What Will I Tell My Heart? — 72--72--70--74
DECCA 27486—Arthur Prysock, doing a wobbly Eckstyling, warbles the oldie, now on a revival round, to the dance backing of the powerhouse Johnson ork. Could stir some R & B coin.

Dr. Jive Jives — 75--77--72--75
Instrumental piece dedicated to a New York deejay is a medium rocker played cleanly and after the fashion of the Hampton band. Fine for dancers.

ETHEL MERMAN-RAY BOLGER

Oldies — 71--75--67--70
DECCA 27506—Merman and Bolger try hard to make something of a rather forced effort to create a gaslight vaude novelty. There are lots of oldies which must have been funnier than these.

Once Upon a Nickel — 85--85--85--85
Another nostalgic bounce novelty has considerably more spark and draws a live and vibrant performance from the magical musicomedy couple. Should do a tidy business.

EVELYN KNIGHT (Ray Charles Singers)

Nobody's Tears Are Falling But Mine — 78--78--75--80
DECCA 27492—A fine, spirited performance by the thrush and group on a not particularly appealing hand-clapper. The infection of the reading may draw some action—mainly in jukes.

Lovely Is the Evening
An expert waxing of the new round-style adaptation could create interest in this infectious ditty. If tune catches, this will be one of the big diskings of it.

FRANK PETTY TRIO

Marcheta — 81--80--80--84
MGM 10927—Highly attractive waxing of the oldie, done instrumentally with accent on the quaint keyboard sound which this group produces. A fine juke buy.

When I Lost You — 73--73--70--76
The Irving Berlin oldie is treated to the raggy styling of the Petty group. Petty sings alone and with the trio while Mike DiNapoli 88's.

WOODY HERMAN ORK

Ninety-Nine Guys — 75--75--75--75
MGM 10929—Herman and herd tackle a fluffy novelty up blues of the ilk of "Caldonia," but hardly as substantial. Makes a lively swing disking.

Searching — 71--72--70--72
Woody croons an adaptation in both English and the original Italian. A pleasant enough dance disking.

BILLY WILLIAMS QUARTET

I Won't Cry Anymore — 78--80--75--78
MGM 10928—Williams goes solo most of the way on this attractive new ballad. An effective mood disking which could go in R & B sectors as well as with TV admirers of the group.

Gaucho Serenade — 73--75--70--74
One of the group's standout TV performances is put to wax. Done at an up tempo, the boys build a beat but the ensemble crops up sloppy most of the way.

HARVEY GRANT

You Belong to My Heart — 70--73--66--70
MGM 10926—A new tenor-bary crooner debuts in a pleasing demonstration of this fine oldie, slated for revival shortly via a movie score.

Hands Off My Heart — 65--65--65--65
Grant turns an uneven reading of a pleasant new ballad.

DAVE STREET (Paulette Sisters)

Choir Boy — 72--75--70--70
BROADWAY BR 1003—Street, the Broadway Open House warbler, does a neat selling job on a sentimental ballad of some richness.

Don't Ever Leave Me — 72--75--70--70
The singer, with aid from the Paulette Sisters, does another solid bit of vocal salesmanship on an attractive waltz loaded with cliches.

REX ALLEN (Harry Geller Ork)

Always You — 79--82--77--77
MERCURY 5597—Allen comes on strong as a pop singer of quality and relaxed styling in a handsome setting of the Tschaikovsky adaptation. A strong coverage disking of a still promising ballad.

Sparrow in the Tree Top — 75--78--72--75
Another classy coverage effort by Allen with aid of chorus and a bright Geller background.

LAWRENCE (PIANO ROLL) COOK

You're the One I Care For — 68--62--68--74
ABBEY 15040—Cook rolls out one of his honky piano specialties on the oldie. Fair juke item.

Dizzy Fingers — 73--70--73--76
A familiar Zez Confrey item makes good material for the pleasingly archaic piano roll style.

FRAN WARREN (Hugo Winterhalter)

Don't Leave Me Now — 79--80--78--78
VICTOR 20-4082—Miss Warren and the Winterhalter ork set a fine mood on a classy new ballad

I Love You Too Much — 85--85--85--85
The warm-voiced Miss Warren gets a lot of feeling and heart into a first-rate interpretation of the adaptation ballad. The ork lends a heavy assist with mood backing.

MARIAN MAYE (Joe Reisman Ork)

Gotta Find Somebody To Love — 86--86--86--86
PYRAMID E 199—Here's a possible pop sleeper. Disk has gal dubbed back in duet in spots. She has infectious quality, and tune, a brisk waltzer, is a charmer.

My Love for You — 72--72--72--72
Gal sounds fine again on this slow ballad, but material isn't up to flip.

JIMMY DORSEY ORK (Pat O'Conner-Kenny Martin)

Just for Tonight — 69--72--68--68
COLUMBIA 39258—Dorsey and crew set up a lovely beguine orking for a pleasant albeit unspectacular Benjamin-Weiss ballad. Martin is the more substantial half of the vocal duo here.

Baby-o, Baby-o — 78--80--75--78
An old J. D. instrumental specialty here is converted into a rhythm pop with a new lyric of only slight substance. Band work is precise and sparkling; delightful for dancers.

(Continued on page 40)

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THE BILLBOARD Music Popularity Charts

• Record Reviews

90-100 TOPS
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ARTIST / LABEL AND NO. — TUNES / COMMENT — VOX-JOX (ratings: Operator, Disk Jockey, Retailer, ...)

• *Continued from page 39*

POPULAR

THREE FLAMES
- **Go 'Way, Gal** — 66--70--65--62
  COLUMBIA 39259—Trio get off a brawling calypso with a lot of dialogue. Amusing material, but not commercially organized record-wise.
- **Stick Around** — 50--50--50--50
  Single voice out of the group does a full chorus on a mediocre slow ballad, closing with the other voices on the ending. Not much punch here.

ERROLL GARNER
- **My Heart Stood Still** — 55--60--55--50
  COLUMBIA 39249—The keyboard stylist does an offhand, casual job on the Rodgers-Hart tune. A disappointing entry.
- **Honeysuckle Rose** — 73--74--74--70
  Garner gets back on the beam with a pulsing, zingy rendition of the Fats Waller jazz classic taken at a fast tempo.

BUDDY MORROW ORK
- **Solo** — 76--80--73--75
  VICTOR 20-4084—Morrow tram solo based on Chopin's Waltz in C Sharp Minor is taken in danceable bolero tempo. Spotting some fine sweet tones from the orkster's trombone, this is okay instrumental wax for the terpers.
- **Silver Moon** — 75--77--73--75
  At a faster bounce tempo is this dance version of the Romberg oldie that's been waxed on several labels lately.

DON CORNELL (Hugo Winterhalter)
- **My Inspiration** — 68--70--68--67
  VICTOR 20-4083—Italian-flavored interpretation of a new waltz ballad gives Cornell a chance to demonstrate good pipes on only so-so material.
- **You Can't Tell a Lie to Your Heart** — 70--71--70--73
  Cornell, ork and chorus combine on an okay weeper that could draw some coin.

PERRY COMO (Sons of the Pioneers)
- **Tumbling Tumbleweeds** — 87--87--87--87
  VICTOR 20-4081—The w.k. Western ditty is perfect material for an auspicious mating of Como and the Sons. The team paints a mighty pretty vocal picture that could happen big.
- **You Don't Kno' What Lonesome Is** — 83--84--83--82
  A neat hunk of light novelty material with a cute tag ending is warbled by Perry and the Sons in a smooth and relaxed disking.

STARGAZERS (Stanley Black)
- **Red Apple Cheeks and Blueberry Eyes** — 66--70--64--64
  LONDON 949—The English vocal group and ork essay a cute rhythm ditty in a lack-luster manner.
- **One, Two, Drink Up** — 83--83--80--85
  The Black ork displays a rousing spirit in its rendition of a splendid new drinking song in waltz tempo. A good juke bet, nevertheless.

SNOOKY LANSON
- **F'r Instance** — 70--72--68--69
  LONDON 984—A lightweight, bounce ditty gets a lightweight treatment from the "happy go lucky" vocalist and a gal trio.
- **Dream Away** — 70--71--68--68
  Lanson and the gals hand a so-so treatment to an ordinary dream ballad.

MARLIN SISTERS
- **Music in My Heart** — 63--65--60--63
  LONDON 995—Wispy-voiced gal trio fail to impress on a fair new ballad.
- **Metro Polka** — 67--67--65--69
  Okay coverage waxing of the novelty ditty with the happy orking taking top honors.

JO STAFFORD-NELSON EDDY (Paul Weston)
- **With These Hands** — 88--89--88--86
  COLUMBIA 1-G—An impressive duet debut on a stirring ballad should bring in a heavy flow of coin. Exploitation could make this a big one.
- **Till We Meet Again** — 82--85--80--80
  The blend's a bit warmer and performance slightly better on this side, but the song is, of course, an everyday standard. Fine catalog material.

DICK BROWN (Hal Kanner Ork)
- **I Owe It All to You** — 77--80--75--77
  JUBILEE 4025—Brown fashions an attractive warble of a pleasant ballad with tasty ork-vocal group production backing; singer does a duet with himself in second chorus. A thoroughly professional effort.
- **I Won't Cry Anymore** — 82--83--82--81
  Brown comes through with a warm and feelingful reading of a substantial new ballad. Ork-group support is skillful. Could be promoted into a profitable item.

CHAMP BUTLER (Skippy Martin Ork)
- **There'll Be Mourin' in the Mornin'** — 60--60--60--60
  COLUMBIA 39189—Butler, continuing to show promise, has a mighty assignment here as he attempts to cope with a rough dramatic opus dealing with the "last mile. Martin's backing is superlative.
- **I Apologize** — 77--79--75--77
  Butler does a fine, feelingful job on this standard, successfully revived via a Billy Eckstine disking. Should come in for a piece of the song.

LES BROWN
- **If I Loved You** — 70--74--68--68
  CORAL 60407—Brown's Coral debut is with a medium time dance instrumental reading of the lovely standard. Sounds as tho Brown had not yet found himself for sound in the new surroundings.
- **I'll Be Around** — 73--75--72--72
  The Alec Wilder oldie is treated with a booming dance beat. Lucy Ann Polk warbles it pleasantly.

MODERNAIRES (George Cates Ork)
- **Wishing You Were Here Tonight** — 69--72--65--70
  CORAL 60408—The group delivers a neat mood go on an okay ballad suitable for dancers.
- **Lovely Is the Evening** — 83--83--83--83
  This new round-style ballad adaptation serves as material for one of the group's finest wax jobs in years. Cates produced an expert, ear-attracting ork backdrop. If tune catches, this could be one of the bigger winners.

THE WEAVERS-TERRY GILKYSON
- **On Top of Old Smoky** — 92--92--92--92
  DECCA 27515—This is an absolutely brilliant record of a slightly doctored version of the familiar folk air. Should be a smash.
- **Across the Wide Missouri** — 75--75--75--75
  The group didn't seem to grasp a feeling for this folk-styled pop. Result is a rather muddled reading which is simply along for the ride with "Smoky."

OSCAR BRAND (Gene Lowell Singers)
- **Old King Cole** — 65--70--65--60
  CREST CR 25002—Brand, who gets a Pete Seeger-ish (of the Weavers) sound, delivers a spirited folk-song novelty approach to the Cole tale. Off-the-beaten-track and amusing.
- **With 'er 'ead Tucked Underneath Her Arm** — 65--70--65--60
  Brand affects an English dialect to tackle an old Rudy Vallee novelty narrative dealing with Anne Boleyn and Henry VIII. May stir some memories if its heard.

(Continued on page 80)

• Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

POPULAR

ELLA SINGS GERSHWIN—Ella Fitzgerald-Ellis Larkin (1-10") — **80**
Dec(33)DL-5300

Someone To Watch Over Me; My One and Only; But Not for Me; Looking for a Boy; I've Got a Crush on You; How Long Has This Been Going On?; Maybe; Soon.

On the face of it, this is not what is called a "commercial" album, violating as it does the usual tabooes. That is, there's only a piano for accompaniment, songs include full verses as well as choruses, and tempos vary according to the mood of the singer. But—this album will sell, and sell long and strong simply because it's an irresistible work of art. The art is Ella Fitzgerald's, as she demonstrates why she is known to professionals, critics and fans as the "greatest"—and we use the word advisedly and deliberately. Her ability on pop ballads and rhythm tunes has long been established; here she shows the same peerless way with show tunes—with top voice quality, shading, lyric sensibility, and musical intelligence—all blending into a moving warmth and feeling. Buyers will be found in many quarters—show tune fanciers, Ella fans, pop buyers, what have you. Ellis Larkin plays superbly in back.

JUKES: N. S.
JOCKS: Great change of pace music here for almost any type show.

CHARLEY CHRISTIAN, JAZZ IMMORTAL (1-10") — **72**
Esoteric (33)ESJ-1

Recorded by jazz fan Jerry Newman at a jam session at Minton's in Harlem in 1941, the music herein contained was first released by Vox in a schellac album; Newman, now a partner in Esoteric, bought back the masters and put out the session on LP. The music is landmark stuff—a historic recording, but as live and thrilling as ever. One side is free-wheeling on "Stompin' at the Savoy," the other an up blues called "Swing to Bop." Christian's electric and electrifying guitar work is the feature. As Leonard Feather's liner notes point out, he plays "ideas that later emerged in the Benny Goodman Sextet as 'Flying Home,' 'Gone With What Wind,'" and other such characteristic foreshadowings of the new jazz. Minton, one of the cradles of bop, drew such players as Thelonious Monk, Joe Guy and Kenny Clarke, all of whom accompany Christian here, and whose chords, runs and beat patterns bridge the music of the swing and bop eras. A solid sales prospect in the jazz area.

JUKES: N. S.
JOCKS: Jazz jocks can build interesting segs on these sides, which run 10 minutes each.

PIANO MOODS—Jose Melis (1-10") — **73**
Col(33)CL-6167

Moon Over Miami; Isle of Capri; On a Little Street in Singapore; Cherokee; The Love Nest; My Heart At Thy Sweet Voice; Playera; Orientale.

Columbia has made an interesting addition to the long list of Piano Moods diskings here. Altho the selections are pops and semi-classics ordinarily played in fox-trot tempos, Melis is accompanied by guitar, bass, maraccas and bongo drum in Latin-American interpretations. Several of the works could step out as singles, particularly because of the interesting rhythmic patterns and Melis' dexterity at the keyboard. Noteworthy are "Cherokee," "Orientale" and "Isle of Capri."

JUKES: N. S.
JOCKS: For both L. A. and pop shows.

RED FOLEY SOUVENIR ALBUM (1-10") — **76**
Dec(33)DL-5303

Old Shep; Just a Man and His Dog; Tennessee Saturday Night; Tennessee Polka; Sunday Down in Tennessee; Back to Tennessee; That Little Boy of Mine; Don't Make Me Go to Bed and I'll Be Good.

Red Foley, as country record fans well know, has sold many millions of disks during his rock-solid tenure as a Decca artist since 1941. Here is a culling of some of his hits—and an illustration of the qualities that have made him a star. His voice is rich, vibrant and true; his personality warm and outgoing—in sum, he is a country Crosby. Many pop fans have latched on to Red over the years, and this LP, if brought to the attention of pop customers, could do a job in the pop market. It's a sure bet for those country buyers who may be equipped for LP.

JUKES: N. S.
JOCKS: Can be spun as single sides, or for a special Foley show, en bloc.

RUSS CASE (4-10") — **68**
MGM(78)74

Me and My Shadow; The House Is Haunted; Too Many Parties and Too Many Pals; When a Woman Loves a Man; I Found a Million-Dollar Baby; More Than You Know; Little By Little; It's Only a Paper Moon.

The eight sides offered here are Billy Rose tunes, tho that fact isn't mentioned at all on the cover; the liner notes mention it as a sort of afterthought. At any rate, the presentation is a pleasant, albeit innocuous collection of tastefully arranged dance records. Vocals are in all cases subordinate to the orchestral work, as is traditional with dance-oriented cleffings. The arrangements vary in style from side to side—some are crisp and punchy, some lush and langorous.

JUKES: No real nickel grabbers here.
JOCKS: Useful wax for old-tune segs.

MELODY CRUISE—Irving Fields Trio (3-7") — **75**
V(45)WP-307

Guatemala; Boca Chica; Costa Rica; Managua; Nicaragua; Por Que; Adios; Mariquita Linda; Brazil.

Fields, one of the most skilled practitioners of Yanqui-Latin piano, has developed a personalized and recognizable style over the years, and via his recordings and late remote broadcasts from Manhattan night spots, a definite following. He gets a lot of sound out of his trio, as he demonstrates on this set of rumbas and sambas, with a vocal assist from the Three Beaus and a Peep on two of the more pop type numbers, "Boca Chica" and "Guatemala." In short, a fine set for listening and dancing, beamed at that considerable population who like Latin music but aren't quite advanced enough for the Machitos and Puentes.

JUKES: Any side okay for 45-equipped boxes.
JOCKS: Good program material.

CHILDREN

SING A SONG OF INVENTORS—The Happy Students (2-10") — **80**
Records of Knowledge (78) ROK 3

Wright Brothers, S. Morse, R. Fulton, A. G. Bell, T. A. Edison, E. Howe, G. Marconi, J. Watt.

This is one of better new ideas in kidisking. Authors Bob Weil, Dick Morros and Arnold Holop have teamed to turn out a unique method of teaching the school-age crowd enough about inventors to pass most exams. The ork and vocal group handle the music and lyrics clearly with several voices displaying excellent diction in speaking parts. Packaging is eye-appealing and includes sketches of the inventors.

JUKES: Not suitable.
JOCKS: Fine change of pace for pop and novelty shows.

SING A SONG OF PRESIDENTS—The Happy Students (2-10") — **80**
Records of Knowledge (78) ROK 2

Washington, Adams, Jefferson, Madison, Monroe, Jackson, Van Buren.

Setting to music the short biographies of eight former presidents should make it simple to cram some important history into many kids. What's more, one listening will make it easy to get the youngsters to concentrate. Lyrics are handled in jazz tempos, with first-rate diction by the soloists and group. Orking and production effects offer a neat assist; package is attractive and contains the lyrics and sketches of the various presidents.

JUKES: Not suitable.
JOCKS: Tops for kid shows; good for pop segs at holiday times.

SING A SONG OF HEROES—The Happy Students (2-10") — **79**
Records of Knowledge (78) ROK 4

B. Franklin, P. Henry, R. E. Lee, M. Pitcher, N. Hale, Gen. Pershing, B. Ross, Gen. P. Sheridan.

Co-authors Bob Weil, Dick Morros and Arnold Holop have come up with a particularly interesting and intelligent method of teaching some American history to the school-age set. The well-produced and smartly packaged set of two records contains some highly palatable biographical material. Package contains lyrics and sketches to make it easy to follow the story in song. Excellent kid material.

JUKES: Not suitable.
JOCKS: Must for kid shows; good change of pace for pop shows.

SING A SONG OF PIONEERS AND EXPLORERS—The Happy Students (2-10") — **80**
Records of Knowledge (78) ROK 1

D. Boone, S. Houston, D. Crockett, Lewis and Clarke, Columbus, Magellan, Balboa, Ponce De Leon.

A good deal of important history and geography are contained in these song stories about eight well-known explorers and pioneers. Set to simple, rhythmic melodies and aided by sound effects, the tales are sure to intrigue many school kids who find it difficult to keep their noses buried in a textbook. Disks are well produced and display excellent diction by the singing group. Colorful package includes lyrics and sketches of interest about the people whose tales are told. First-rate material for the 5-8-year-old set.

JUKES: Not suitable.
JOCKS: Excellent for the kid shows and some pop segs.

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CLUBS SET FOR POST-LENT PUSH

Competition To Be Keen as Niteries Line Up Top Talent Way Ahead

NEW YORK, March 24. — With Lent over, local niteries are looking forward to a pick-up in biz, with competition for attractions promising to become keener than ever.

The Latin Quarter and the Copacabana, among the mass cafes, have been doing well despite the Lenten season. But the newly opened Monte Proser's Cafe Theater and Dario's La Martinique have had it rough.

Proser is dickering with Mae West to bring in a tab version of *Diamond Lil* after his current *Billion Dollar Baby* closes. Dario, who opens Saturday (24) with Frances Faye and Phil Foster, will follow that one with Mistinguette. The Copa will have Jimmy Durante, and early in May, Bill Miller will reopen his Riviera with Billy Daniels.

Walters, sticking to his big show formula, will punch with Mexico's Mario Antonetta.

Dario Wants Space

Dario is anxiously trying to compete with the big capacity joints and is dickering with his landlord to take over larger space which will increase his capacity from around 300 to 600. With that much more space he'll be in a position to bid against all competitors.

The Boston Latin Quarter, one of the biggest talent buyers on the Atlantic Coast, has just about lined up its shows until mid-June. The current attraction is Patti Page, who'll be followed by Myron Cohen, Molly Picon, Carmen Miranda, Billy Eckstine, Danny Thomas, Jackie Miles and Josephine Baker.

Harry Altman's and Harry Wallen's Town Casino, Buffalo, also top Eastern talent users, also have lined up their shows that will take them into the end of their spring season. The spot now has the Borrah Minnevitch Rascals. The following acts will be Carmen Miranda, Jackie Miles, Billy Daniels, Josephine Baker, John Carroll, Danny Thomas and Billy Eckstine.

Proser Loses AGVA Appeal

NEW YORK, March 24.—Monte Proser lost his case against Josephine Baker before the American Guild of Variety Artists before whom he brought charges that the singer had breached her contract in walking out of his cafe-theater, after doing one show.

AGVA also ruled that Miss Baker had violated the rules of the org by signing a contract which permitted her to terminate her date for cause. It also ruled, however, that the singer was entitled to $357 for doing one show. Her regular salary for a week's work was to have been $2,500.

Issue began when Miss Baker walked out of the club after one show. Publicized claim for the breach was poor health. Chief reason, however, was improper billing. According to the contract, Miss Baker was to have sole billing. She charged a violation and when ads continued to appear without sole billing plus what she claimed were improper dressing room facilities, she walked.

Caught Again

Copacabana, New York

Record sellers have had a bad time of it here, and Peggy Lee wasn't expected to fare much better. But after a few rough opening minutes the Capitol Records canary was in by a mile. Her feat was patricularly outstanding because young Jimmy Nelson who works ahead of her is so strong. But she filled the slot to perfection and held them all the way.

Gal's routine showed a lot of hard work and imagination. She started with *Climb Up the Mountain* but had a little trouble with *Where or When*. Chief difficulty was too much underselling. Came back with *Them There Eyes* followed by a wonderful *If*. Then came the rhythmic, *Show Me How To Get Out of This World*, plus her old bouncy *Why Don't You Do Right*. She ended it with a blues arrangement terminating in *Don't Smoke in Bed* that was thrilling to hear. The encore was the famed *Manana* and off to big mitts, a solid hit. *Bill Smith.*

Chez Carrere, Paris

The current attraction at Chez Carrere, Paris's plush night spot, is a 25-year-old Indian girl who was born in Panama, educated on the Continent and sings in English, French, Italian and Spanish. Tall, slender and fiery, Amru Sani has sung in London, Madrid, Barcelona, Rome, Athens and many other key European spots since starting her career two years ago. Since her opening (March 7) Amru has packed Carrere's room every night for her half-hour show.

The gal has a wide variety of material, ranging from obscure Spanish folk-songs to old American show tunes, and a voice and dramatic conception capable of handling it all well. She is also beautifully gowned and exceptionally striking on stage, always

(Continued on page 47)

Newport's Beverly Relights March 30

CINCINNATI, March 24.—Renovated and redecorated during its annual three-month hiatus, Beverly Hills Country Club, Newport, Ky., one of the Midwest's top niteries, cracks its new season next Friday (30), with Romo Vincent topping the first show which also includes the Belmonts, Jack Meyand and Jeanette, and the Kathryn Duffy Dancers (9).

Gene Hoctor's band (12) will occupy the stand for the first two weeks, after which Gardner Benedict's ork moves in for the remainder of the season. Hoctor, pianist, will remain on to head up a trio to provide intermission dance music.

Beverly Hills will this season be managed by Mitch Meyer, long associated with the club in an executive capacity. Dotty White and Sam Silverstein will continue to handle the press and publicity.

Leon-Harvey Now Booking in Texas

SAN ANTONIO, March 24. — Leon Harvey, former vaude and tab performer, who in recent years has operated his own booking office in Columbus, O., has established his House of Harvey in the Houston Building here to handle bookings at the army bases in this area, namely Brookes Field, Fort Sam Houston, Kelly Field, Randolph Field and Lackland Field. He is on the local Chamber of Commerce's convention committee and also books club dates in the area.

Nitery biz here is slowed to a walk, due to the shows at the various military bases. Bulk of the play that remains is going to the 400 Club, operated by Andy Rice Jr., emsee, and Glasscock's Club on the Austin Highway, which uses a dance team and a semi-name band.

Luck Goodman, emsee, is operating the Rocket Club here on a membership plan.

Kastel Operated On

NEW ORLEANS, March 24.—Phil Kastel, operator with Frank Costello of the Beverly Club here, has been discharged from Hotel Dieu (hospital) after undergoing eye surgery. He is reported doing fine.

HEY, KIDDIES--- HERE'S DOUGH!

NEW YORK, March 24.—If you're one of these listed below get in touch with Joe Hiller, indie agent in Pittsburgh. He's got some dough for you.

The checks are refunds from the Warner theaters and are made out to Harry Clark, Harry Warren, Morris Nelson, George Pierce Powder & Lipstick Revue and Allen Gilbert.

MISS BAKER TO HIT 100G UP TO JUNE

Since U. S. Arrival In Late Feb., Star To Rack Boff Till

NEW YORK, March 24.—Josephine Baker's U. S. appearances will have grossed over $100,000 by June. About $70,000 of this will be in straight salaries; the rest will be made up in percentages and overages.

The singer's latest date, set this week, was a percentage deal for the Boston Latin Quarter, to open May 13. Her guarantee will be $4,000 plus all the covers to $8,000. The house policy during her run will call for $1.50-$2 covers. After the gross reaches $8,000 the house will deduct $500 for expenses and the 50-50 split again goes into effect.

In April Miss Baker will do a week at the Town Casino, Buffalo, for $9,000. Prior to these dates she has the Warner Earle, Philadelphia, she closes at the New York Strand Sunday (25), where she collected over $35,000. Her Chicago theater date, April 6, for two weeks, calls for $10,500 with overages; Detroit Fox, May 4, will pay her $10,000 plus a split.

Top Talent $$ Dip Except Where Disk Or TV Reps Help

Newcomers Bumping Standbys as Cafe Capacity Limits Grosses

NEW YORK, March 24.—Salaries for top comics and established attractions have apparently leveled off, according to a survey made by *The Billboard* among talent agencies in the past week.

The only increases paid to performers in the past few months were to those who came up sharply in the recent past, thru a hit record or thru television appearances.

Such singers like Patti Page and Billy Daniels have had their salaries raised, or at least they're asking and getting more, for the second time around. In all such cases, however, it's because the performers have made good in other media that ops are ready to pay the extra loot.

Patti Page, for example, was getting around $700 last year. Since then she's had a score of hit records. She now gets $5,000 in clubs and is being submitted for $7,500 in theaters. Billy Daniels, who got around $300-$400 last year, is now asking $4,000. Eddie Fisher, on the eve of his going into the army, got $600 last year. Were he available now he'd get $2,500 in theaters and only slightly less than that in cafes.

The outstanding singing attraction—a freak attraction—is Josephine Baker. Coming back to this country via Havana and Miami a few months ago where her salary was about $1,500, she now is being submitted and grabbed for figures that range from $8,000 to $12,000.

But while some singers have raised their dough, the comics have stood still. The only exceptions are those who've gotten TV breaks. In many cases the reason why top comics haven't raised their salaries are based on the hard facts that they've reached their peak. A Joe E. Lewis, Danny Thomas, Jackie Miles, are known quantities working for salaries that range from $3,000 to $10,000. The three mentioned above do business, but cafe capacities limit their dough.

The exceptions among the comics are those who've gotten added impetus in the past year thru TV shows. For that reason, a Jan Murray gets more dough today than a year ago. A Jack E. Leonard, by virtue of TV guest shots, also is in greater demand. A Morey Amsterdam is also getting more. Jerry Lester was getting around $2,500 last year. Were he to go into theaters or cafes now, he'd probably get close to $7,000.

The old established, proven box office attractions of last year, tho still in demand, don't get any more dough. The Johnny-Come-Latelies, the singers and those who've gotten a shot in the arm thru TV, are now edging the old standbys off their perch.

STRAND, HALL AID STEM'S NSG GROSSES

Roxy Off to 81G, Capitol Only 37G, Par at $45,000

NEW YORK, March 24. — The major gains last week were at the Strand and the Music Hall, carrying over-all Stem combo grosses to $388,000 from the previous week's $402,000. But if the Strand and the Music Hall were doing big, the other houses were not.

Radio City Music Hall (6,200 seats; average $115,000) went to $141,000 for its Easter show with Duke Art, Elsa and Waldo plus *Royal Wedding*, against its opener of $139,000.

Roxy (6,000 seats; average $83,000) opened to $81,000 for Tony Martin and *Bird of Paradise*.

Capitol (4,627 seats; average $51,000) opened with $37,000 for *Inside Straight*, Sammy Kaye's band and Jack Durant.

Paramount (3,654 seats; average $85,000) wound up with $45,000 for the second and final week with Nellie Lutcher, Sam Donahue ork and *Molly*. New show has Billy Eckstine, Hugo Winterhalter's ork and *Lemon Drop Kid*.

Strand (2,700 seats; average $39,000) shot up to $68,000 after the return of Josephine Baker, out for a couple of days with a sore throat. Bill, including Miss Baker, has Buddy Rich ork, Leo DeLyon and *Storm Warning*. Previous week's take was $50,000, and the opener was $70,000.

Palace (1,700 seats; average $16,000) went down to $16,000 for bill of flesher, *Bowery Music Hall*, four other acts and *Quebec*. New bill has the Slate Brothers, Hayden's Irish Revue, three other acts and *Mister Universe*.

Wayne Club Reopens

DETROIT, March 24.—The Olde Wayne Club, swank downtown supper club formerly operated by Louis G. Palmer, is being reopened by a new management, with George Frank as secretary of the company and active manager. Entertainment policy features music, with Rudy Barron and His Gypsy Princesses, five-piece musical combo, as the opener.

Extra Added

Brief but important night club-vaudeville news

Chicago

The **Amazing Mr. Ballentine** has received his release from Music Corporation of America and is working free-lance. . . . **Dick Hoffman,** with the **Charley Hogan** office during the war, is back booking with **Paul Marr,** replacing **Capt. Eddie Baetzel,** who has returned to active duty with the air corps. . . . **Judge Phillip Sullivan** granted an injunction against **Emil Van Horn** in Federal Court here recently. Van Horn cannot use the name "Ingagi" in his billing or promotion of his current exotic act. Judge Sullivan held that **Freddy Smith,** local booker, had a previous copyright on the monicker.

Hollywood

Mercer Brothers, Olga Perez and **Zarco and Dolores,** have been inked for roles in **Lindsley Parsons'** "Casa Manana" pic. . . . Chirp **June Christy** and the **Dave Brubeck Trio** bowed Friday (16) at the Tiffany Club, preceding **Louis Armstrong** and His All-Stars. . . . **The Alexanders** opened last week at Rogue Valley Country Club, Medford, Ore. Singers are accompanied by **Emile Buzaid.**

Tempo Records warbler **Cynthia Lee** switches from the Horn Room to the Silver Slipper at the Last Frontier Hotel, Las Vegas, Nev. . . . **Dick Haymes** plays Houston's Shamrock April 10. . . . **Gloria De Haven** opens a two-week stand at the Oriental, Chicago, following completion of the "Friendly Island" pic at 20th Century-Fox. . . . **Erroll Garner,** currently at the Celebrity Club, Providence, R. I., booked into the Hi-Hat, Boston. . . . **Dave Brubeck Trio** sought for a Honolulu date sometime after an Eastern appearance.

Cincinnati

Barney Glatt, the last several years manager of Beverly Hills Country Club, Newport, Ky., has joined the staff of the Hollywood Beach Hotel, Hollywood, Fla. . . . Cat and Fiddle nitery, forced to vacate its old West End location to make way for a new school building, relights at its new downtown location early next week. **Herman Rafalo,** who fiddle-fronted the spot's band for many years, takes over the managerial reins at the new location, replacing his brother, **Ben,** who has settled down in a new home in Miami Beach, Fla. . . Acro pianist **Al Morgan,** whose Glenn Rendezvous, Newport, Ky., has been getting a heavy play since its opening four weeks ago, will continue to head up the show there until April 12, when he is skedded to begin an eight-week p. a. tour. **Johnny O'Leary,** comic, and **Joni James,** singer, moved into the spot Friday (23).

Here and There

Carrie Finnell has returned to the Sho-Bar in New Orleans, where she filled a 38-week engagement last year, following her return from Paris where she played six months at the Club Lido. She opened to a standing-room only crowd with two specialties, "Keep 'Em Rolling" and "Right Shoulder Arms" which, coupled with her frontal rolling routine, kept the customers howling.

Beatrice Kay just bought a ranch near Las Vegas.

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THE TOAST OF Paris... AND THE RAGE OF America!

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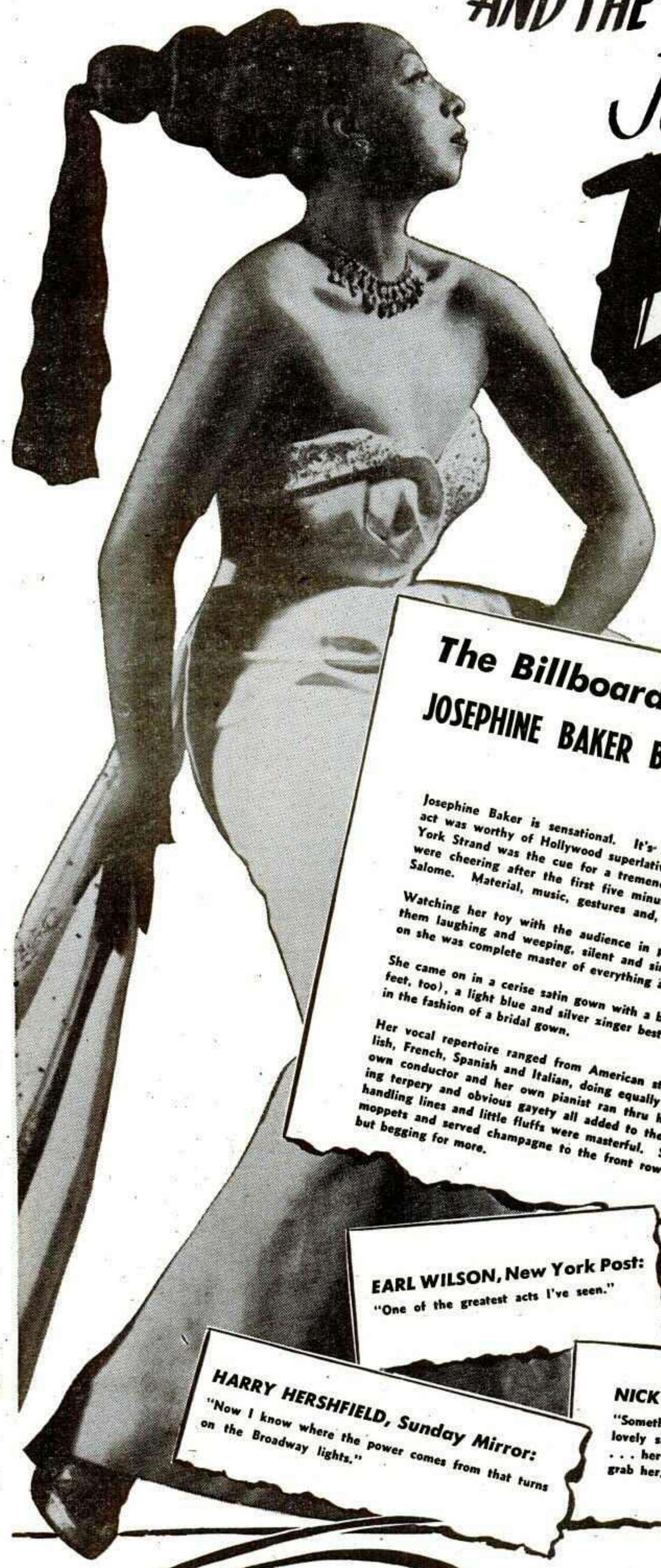

WALTER WINCHELL, New York Daily Mirror:

"Josephine Baker's applause is the most deafening, prolonged and sincere we ever heard in 40 years of show biz. A one-gal show, with exquisite gowns, charm, magic and big time zing. In two words: A Star . . ."

The Billboard:

JOSEPHINE BAKER BACK TO BROADWAY IN STRAND SMASH

By Joe Martin

Josephine Baker is sensational. It's been many years since the Stem has seen anyone like her. If ever an act was worthy of Hollywood superlatives, this it is. The mere mention of her name as she opened at the New York Strand was the cue for a tremendous ovation, and even those who may have come to the Strand to scoff were cheering after the first five minutes. She looked as fresh and trim as a drum majorette and as sexy as Salome. Material, music, gestures and, of course, costuming were perfect.

Watching her toy with the audience in proverbial cat-mouse manner was a delightful experience. She had them laughing and weeping, silent and singing, popeyed and drooling. From the moment Miss Baker walked on she was complete master of everything and everyone.

She came on in a cerise satin gown with a blue net stole, switched to a French Moroccan native outfit (in bare feet, too), a light blue and silver zinger best described as pantaloons and then to a powder-blue sequined affair in the fashion of a bridal gown.

Her vocal repertoire ranged from American standards to some sock Latin-American material. She sang in English, French, Spanish and Italian, doing equally well with the light and happy stuff and the love ballads. Her own conductor and her own pianist ran thru her arrangements with a perfect sense of timing. Her hip-swinging terpery and obvious gayety all added to the general effect of greatness. In addition, Miss Baker's ease at handling lines and little fluffs were masterful. She walked down into the house to hand out roses, fondled some moppets and served champagne to the front row. Finishing with "Two Loves Have I," she left them panting but begging for more.

EARL WILSON, New York Post:

"One of the greatest acts I've seen."

HARRY HERSHFIELD, Sunday Mirror:

"Now I know where the power comes from that turns on the Broadway lights."

NICK KENNY, New York Daily Mirror:

"Something to remember . . . her whimsy, charm, lovely singing voice . . . amazing gift of comedy . . . her gowns leave you limp . . . watch Television grab her. . . ."

HY GARDNER, New York Herald Tribune:

"The most exciting, sexotic cafe personality in years. . . ."

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Night Club-Vaude Reviews

Paramount, New York

(Wednesday, March 21)

Capacity, 3,654. Price range, 55 cents-$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Hugo Winterhalter ork.

Admitting that this Stem house should do pretty good Easter holiday business with a Bob Hope flick and two disk names (Billy Eckstine and Hugo Winterhalter) on stage, the big news concerns comic Allan King. The guy must have a lot on the ball to stop a show when a large chunk of the house came to see and hear record stars.

King is strictly a "stand-up-and-throw-lines" comic, but his lines are funny enough to break it up with a succession of big yocks. Almost his entire routine revolves around the problem of raising a child in comparison with what happened in days gone by. True, it's close to the Sam Levenson-Jan Murray acts, but has enough fresh material to do well in big city houses and clubs. Whether the same material would go west of the Mississippi is questionable. King's closing bit in which he starts to chant *Babalu* but mugs it up, actually stopped the show.

As for Eckstine, he came on to a house well-sprinkled with his fans. He didn't disappoint them, and made plenty of new fans with his first-rate chanting of a varied repertoire. Opening with *I'm in the Mood for Love*, Eckstine followed with *Fine and Dandy, If, Body and Soul, I Apologize, Caravan* and closed with *I'll See You in My Dreams*. Only *Fine* and *Dream* are non-disk tunes. They served as

(Continued on page 47)

Palace, New York

(Thursday, March 22)

Capacity, 1,700. Price range, 55 cents-$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

The major act on this five-act bill is Hayden's *Irish Memories Revue*, which would've been a natural for St. Patrick's Day. Act carries 11 people (one in pit as conductor). Five girls and five boys (including Francis Flanagan, fiddle, and Mickey Carton, accordion) go thru a long range of reels, jigs that become tiresome thru repitition, tho house liked it. Martin Keane, tenor, supplies the vocalistics in a show that was ably produced, tho it could stand pruning.

Rest of the bill was given over to straight vaude acts. Emil and Evelyn did a solid hand-to-hand act combined with teeterboard tricks to good applause. Vic Hyde's trumpet (three at once) got good results tho chatter was n.s.g. Flash finish got him off ahead.

Helen Kane's act consisted of and-then-I-recorded . . . plus her standard boop-boop-a-doop canarying of oldies. The sparse house went for it with enthusiasm. The Slate Brothers (with Sandra Slate, unbilled) got yocks with their phone bit. The Irish revue wound it up.

Pic, *Mr. Universe*. *Bill Smith.*

Burlesque Bits

By UNO

ANN POWELL was forced to leave a Hirst unit at the Hudson, Union City, N. J., March 16, due to a flu attack and proceeded to her home in Danbury, Conn. **Marie Bradley,** of the chorus, filled in the rest of the week as second strip. . . . **Tommy Brice,** concessionaire, switched from the Hamid-Morton circus to the **Orrin Davenport** show March 22 in Dayton, O. . . . **Warren B. Irons,** who died March 18 in a Toledo hospital, was partnered with **Jack Rubens** in the operation of the Gayety there. His passing re-

(Continued on page 47)

WANTED
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(Sunday, March 18)

Capacity, 700. Price policy, $1 cover week-ends. Shows at 8, 10 and 12. Operator, Lou Goldberg. Exclusive booker, Nick Agneta. Estimated talent budget, $1,200.

This nabe spot is rapidly becoming a showcase for acts that can't get a New York date. Week-ends, however, the room adds big names, jacking up its prices to include a buck cover, to meet the increased nut.

The show caught had two standard acts, Fisher and White and the Barclays, the latter a family dance and song act. Fisher and White did a number of new bits since last caught, and registered all the way for titters that grew to yocks. The Barclays, four generations of hoofers, were well received, tho the act is better for theaters than cafes.

Potential Sinclair

Tiny Sinclair, a big gal, has been around for some time but has never been caught by this reviewer. The gal depends on special material, some of it based on parodies, for results. Her timing, takes and bits indicate long experience and better than average potentials. With additional material, the gal could make it. As a tumult act, she already has what it takes.

Kelvin O'Shaugnessey, singing emsee, did a fair job, tho he impressed more on looks than on singing ability.

Bill Henry's band cut the show and did the dance sessions. The interlude music is by Muzak.

Bill Smith.

London Casino

(Saturday, March 10)

Capacity, 2,500. Price, 50 cents-$2.20. Two show daily. Booker, Emile Litter; producer, Robert Nesbitt.

As a general — and extremely generous-spectacle—the third edition of *Latin Quarter*, new show here, is very much like the first and second. The faces, however, are new and practice in handling a motley company and setting it off against dazzling backgrounds has given the whole production a smoother flow than the earlier efforts.

The show cost $150,000 and looks it, not so much in its scenic splendor as in the rich extravagance of its dresses and the brilliant floods of light—the black light effects especially—in which Robert Nesbitt excells.

The production is largely an international variety bill glorified by girls and glitter, but is none the less worthy on that account. With such an abundance of good acts, few are given a fair chance to shine.

Eileen O'Dare's acro was dazzling as were the even more astonishing acrobatics of Darvas and Julia. The cleverness of Bob Bromley in making a puppet trapezist fly thru the air as easily as a human is equalled by the cleverness of Monsieur Choppy's painting faces on girls' backs.

As a change from importing a French leading lady the show has chosen 22-year-old Jean Carson—understudy in the first edition—an English redhead who can sing with a cheeky bounce the few songs that come her way. Here is a gal who,

(Continued on page 47)

Lookout House, Covington, Ky.

(Monday, March 19)

Capacity, 600. Price policy, $2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant manager, Jim Clark. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, $5,000. Estimated budget last show, $4,000.

Bill Farrell, bary tonsilor, has gained tremendously in nitery and disking stature since his initial stand locally three years ago, when he was just a shy, gangling kid with a terrific set of pipes. Somewhere along the line, tho, he has acquired the habit of hovering over a mike like a mother chic sheltering her brood. Result is that some of his offerings have a blasting effect on listeners' ears. With a voice as strong and perfectly blended as his, Farrell doesn't need a crutch of this type. With Ed Ryan accompanying on the Steinway, Farrell opened with *Circus*, and in swift succession broke out with *Tenderly, Sweet Madness* and *Deed I Do*. A tireless worker, he had a difficult time getting off, but satisfied diners with an encore of *It's Wonderful* and *Embraceable You*, among others, to walk away with night's top mitts.

The Topnotchers, zany instrumental trio, lean heavily to the vocal side to get their comedy over. Match ace musicianship on accordion, electric guitar and bass viol and good voices with a conglomeration of mugging and general slap-stickery to garner the kudos. Their musical book runs the gamut of *Peg of My Heart* to *One Meat Ball* and back to *Italian Street Song*.

The Arden-Fletcher Dancers (8), back in after an absence of several months, sport breezy costuming and smart dance ability in three turns that were well received. Gene Griffin, doubling from WLW-T here, emseed and provided good vocal background for the gals' offerings. Handled *Ain't Necessarily So, Somebody Loves Me* and a medley in efficient manner. A breezy, handsome and well-groomed lad, Griffin gets under a tune with the best of them. A bit more serious approach to the task at hand, however, should bring out greater entertainment values.

Bob Snyder's ork turned in its customarily smart job on show and dance tunes. *Bob Doepker.*

Hocus Pocus

of Magic and Magi

By BILL SACHS

THE NEW YORK Public Library opened its Magic in Books exhibit March 20, the occasion being the 50th anniversary of The Sphinx, magic mag. Included in the exhibit is a copy of the first printed book on magic, "Discoverie of Witchcraft," by **Reginald Scot,** which is dated 1584. A copy of the first book on magic printed in America, **Henry Dean's** "Hocus Pocus," "Or the Art of Legerdemain," is also on display. The exhibit also includes a number of relics, such as rope trick instructions in Sanscrit, a book that belonged to **Houdini,** and a plaster cast of **Harry Kellar's** hand. The ex-

(Continued on page 47)

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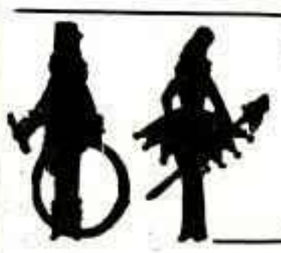
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3 ROYALTY NIP-UPS KEEP AUTHORS HOPPING

• *Continued from page 1*

office, who had also been an arbitrator, to the effect that he and Edward Pierce, a stockbroker, the third arbitrator, had decided that 3 per cent was too much and had accordingly reduced it to 2¼ per cent.

Dunning is understood to have said that he could not put his signature to a decision reached by such a procedure, There is a possibility that Templeton, Holm and Miss Unger will dispute the decision in court, but no such action had been indicated at press time.

The dispute arose when the producers replaced the above-named authors with Walter Kent, Sally Benson and Kim Gannon. Edward Colton and Morton Leavy represented the original scripters, and I. Jack London was attorney for the producers.

Another author-royalty hassle showed signs of maturing this week when Betty Comden and Adolph Green filed suit against Arnold Saint Subber and Lemuel Ayers, producers of *Out of This World*, asking for $200,000 damages. Miss Comden and Green claim that, according to a November, 1949 contract by which they were to do the book for the show their royalties were to be held in trust. They charge that in February, 1950, the producers wrongfully repudiated the contract, preventing them from participating in the production, and have failed to pay their share.

Saint Subber and Ayers have moved for a stay of proceedings until arbitration is held.

In still a third author-royalty hassle, concerning the defunct *Alive and Kicking*, arbitrators ruled that Sammy Fain, Paul Webster, Sonny Burke and Arthur Ross were entitled to royalties stipulated. They were represented by Lee Eastman.

Chorus Rep Ballots Tabbed

NEW YORK, March 24. — Tabbing of ballots cast Friday (16) for membership representatives of Chorus Equity's nominating committee was completed this week. Elected from membership are Wana Allison, Orrin Hill, Nola Fairbanks, Joe Hill, Rudy Pone and Paul Lyday. Repping the org's executive committee are Christine Karner, Mable Hart and Robert Spiro.

The committee of nine will make up the regular slate of candidates comprising a chairman of the executive committee, a record secretary, seven members of the executive committee and three councillors to be elected at the annual meeting in June.

BROADWAY SHOWLOG

Performances Thru March 24, 1951

DRAMAS

Affairs of State (Music Box)	9-25, '50	207
Angel in the Pawnshop (Booth)	1-18, '51	76
Bell, Book and Candle (Barrymore)	11-14, '50	151
Billy Budd (Biltmore)	3- 3, '51	51
Darkness at Noon (Alvin)	1-13, '51	81
Romeo and Juliet (Broadhurst)	3-10, '51	17
School for Wives (ANTA Playhouse)	3-18, '51	8
Season in the Sun (Cort)	9-28, '50	204
Second Threshold (Morosco)	1- 2, '51	96
Springtime for Henry (Golden)	3-14, '51	13
The Autumn Garden (Coronet)	3- 7, '51	21
The Country Girl (Lyceum)	11-10, '50	155
The Green Pastures (Broadway)	3-15, '51	12
The Happy Time (Plymouth)	1-24, '50	487
The Moon Is Blue (Henry Miller's)	3- 8, '51	20
The Rose Tattoo (Martin Beck)	2- 3, '51	57
Twentieth Century (Fulton)	12-24, '50	104

MUSICAL

Call Me Madam (Imperial)	10-12, '50	188
Gentlemen Prefer Blondes (Ziegfeld)	12- 8, '49	540
Guys and Dolls (46th Street)	11-24, '50	139
Kiss Me, Kate (Shubert)	12-30, '48	922
Out of This World (Century)	12-21, '50	108
South Pacific (Majestic)	4- 7, '48	736

COMING UP

(Week of March 25, 1951)

The King and I (St. James)	3-29, '51	

Odets "Night" On ANTA Sked

NEW YORK, March 24.—Equity Library Theater is about to make its first Broadway bow. Last month ELT put on a week-end revival of Clifford Odets' *Night Music* at the org's little experimental showcase, the Lenox Hill Playhouse. Robert Whitehead, member of the ANTA play series committee, is sponsoring the revival for a two-week slot on the current production series at the ANTA Playhouse. The original ELT cast went into rehearsal yesterday (23).

The current plan calls for sandwiching *Music* between the closing of the Louis Jouvet troupe on April 3 and the opening of *The Little Blue Light* with Burgess Meredith. However, if the skedded two weeks is played, it will mean putting back the opening of *Light* which is set to bow in April 16. Whitehead's office reports that, if the young Equityites get a good reception with their product, the producer would like to put it into Stem commercial competition.

Unions Huddle On Anti-Strip

HOLLYWOOD, March 24.—There will be no shuttering of strip spots here until recommendations to do so are aired before county and American Guild of Variety Artists committees. This came as the result of an informal meeting this week between Los Angeles County bigwigs and reps of AGVA, American Federation of Musicians and the Los Angeles Central Labor Council. Supervisor John Anson Ford, in whose district the majority of clubs in question are situated, told the confab he will make no appeal to the board of supervisors to change the ordinance banning strippers. He weakened, however, and said that if at the end of 60 days discrimination can be proved, the groups may reopen their case. Ordinance went into effect at midnight, Friday (23).

The meeting was carried out in friendly fashion with both parties conceding points generously. A spokesman for the county told the gathering the county only wishes to clamp down on lewd shows and female impersonators, having no desire to ban any legitimate burly houses.

Ordinance states that any artist requiring clothing of the opposite sex would have to register his act. Morton B. Harper, AGVA attorney, repped the Guild, AFM by Kelly Schugart and the labor group by Tommy Renford and Harry Long.

Jouvet To Play for AE Welfare Fund

NEW YORK, March 24.—Louis Jouvet and his visiting French troupe will give a special benefit performance of *The School for Wives* for the Actors' Equity welfare fund at the American National Theater and Academy Playhouse April 3. Tickets at a $4.80 top are currently on sale at the theater and Equity headquarters.

Out of Town Review

A TREE GROWS IN BROOKLYN

(Opened Monday, March 19)

Shubert Theater, New Haven, Conn.

A musical comedy, based on Betty Smith's novel. Book by Betty Smith and George Abbott. Staged by George Abbott. Music by Arthur Schwartz. Lyrics by Dorothy Fields. Scenery and lighting by Jo Mielziner. Costumes by Irene Sharaff. Dances by Herbert Ross. Musical Supervisor, Jay Blackton. Musical Director, Oscar Kosarin. Arrangements by Russell Bennett and Joe Glover. General Manager, Charles Harris. Press Representatives, Richard Maney and Frank Goodman. Stage Manager, Robert E. Griffith. Presented by George Abbott and Robert Fryer.

Willie ..... Billy Parsons
Petey ..... Lou Wills Jr.
Allie ..... Joe Calvan
Hildy ..... Dody Heath
Katie ..... Marcia Van Dyke
Aloysius ..... Jordan Bentley
Johnny Nolan ..... Johnny Johnston
Cissy ..... Shirley Booth
Harry ..... Nathaniel Frey
Heinie ..... Harland Dixon
Max ..... Bruno Wick
Mae ..... Ruth Amos
Moriarity ..... Roland Wood
Florence ..... Jonet Parker
Edgie ..... Donald Duerer
Francie ..... Nomi Mitty
Junior ..... Howard Martin
Swanswine ..... Albert Linnville
Hick ..... Allen Gilbert
Judge ..... Harland Dixon
Salesman ..... Art Carroll
Girls in Mae's Place ..... Beverly Purvin, Claudia Campbell, Jane Copeland
Maudie ..... Celene Flanigan

DANCERS: Marta Beckett, Dorothy Hill, Mary Statz, Doris Wright, Oleg Briansky, Val Buttignol, Donn Driver, Dick Price.

SINGERS: Elaine Barrow, Claudia Campbell, Jane Copeland, Jeanne Grant, Beverly Purvin, Beverly Jane Welch, Eleanor Williams, Art Carroll, Delbert Anderson, Joseph Ford, Allen Gilbert, James McCracken, John Mooney, Feodore Tedick, Kenneth Utt.

CHILDREN: John Connoughton, Donald Duerr, Celene Flanigan, Buzzie Martin, Howard Martin, Patty Milligan, Janet

• *Continued from page 3*

the tragic Johnny Nolan, does a good job on the many songs that have been assigned to him, but falls down badly in his acting chores. Chantwise, he is a distinct asset. Marcia Van Dyke, a newcomer, as the faithful Katie, shows great promise, both in ability to project and a pleasing singing voice.

Many Newcomers

The cast for the most part has been well chosen, and in true George Abbott style features a number of youngsters, most of whom will see Broadway for the first time.

The story is faithfully followed, altho the limits of the musical book make it essential that the character delineation of Johnny Nolan must be pointed up. Contrary to popular supposition, Betty Smith's great novel lends itself very readily to song-and-dancer treatment.

Jo Mielziner and Irene Sharaff have combined their talents for fine show-dressing. Sets, costumes and lighting are right from the top drawer. Abbott's direction is flawless, altho the show still needs some astute cutting. Over-all, *Tree* is a Broadway bet.

Tix Code Org To Weigh Hike

NEW YORK, March 24. — With the recently passed bill to hike ticket brokers' tariffs from 75 cents to $1 signed by Governor Dewey this week, the next step for the ticket-sellers is to seek revision of the current ticket code to that effect. A member of the Ticket Code Authority pointed out that it is not mandatory for that group to grant the increase simply because it is now permitted by law.

Paul Moss, attorney for the Ticket Brokers' Association, however, said that he has no doubt that the new service charge will be acceptable. Within the next couple of weeks Moss will issue a statement to all theater owners, members of the League of New York Theaters and the council of Actors' Equity outlining in full the brokers' recommendations for changes in the code.

Tony for "Tattoo," Burrows, Berlin, Too

NEW YORK, March 25. — Tonight for a fifth successive year the American Theater Wing presented its "Tonys" for outstanding contributions to the legitimate theater at the annual dinner held in the ballroom of the Waldorf-Astoria. The awards are named in memory of the Wing's wartime chairman and secretary, the late Antoinette Perry. Silver medallions honoring seasonal 1950-1951 achievements in 18 categories were presented to winners by actress Ilka Chase, assisted by Mrs. Martin Beck, chairman of the Wing board.

This year's play accolade went to Tennessee Williams for *Rose Tattoo*, named outstanding play by the committee. Abe Burrows and Jo Swerling shared the song-and-dancer award for *Guys and Dolls*. Uta Hagen and Claude Raines were cited for stellar performances in *The Country Girl* and *Darkness at Noon*, respectively. Stellar performance honors in a musical went to Ethel Merman for *Call Me Madam* and Robert Alda for *Dolls*.

Awards for distinglished featured performances went to Maureen Stapleton and Eli Wallach, of *Tattoo*, and to Isabel Bigley and Russell Nype for respective stints in *Dolls* and *Madam*.

Irving Berlin received the season's "Tony" for the score of *Madam*. George S. Kaufman was named outstanding director for staging of *Dolls*, and Michael Kidd top dance director for work in the same production. Boris Aronson took set designing honors for *Tattoo*, *Girl* and *Season in the Sun*, and Miles White's costumes for *Bless You All* likewise rated a medallion.

Lehman Engel's batoning of *The Consul* was judged the year's best musical direction, and Richard Raven was named outstanding stage technician for chores with *Autumn Garden*. A special award went to Ruth Green for five years of voluntary service in connection with the annual project.

The presentations were made between 11 p.m. and midnight, with the last half hour of the proceedings broadcast via WOR. Top-flight talent from stage and opera were on hand, as usual, to contribute to earlier entertainment. Among those on the program were Celeste Holm, Juanita Hall, Nancy Donovan, Arthur Blake, Barbara Ashley, Eugene Conley, Lois Hunt, Anne Jeffreys, Joan Edwards, Herb Shriner and Dorothy Greener.

Grips Alert On 5% Tiff

NEW YORK, March 24.—Incensed by reports that objections by a member of the League of New York Theaters to the retroactive phase of the 5 per cent increase, recently agreed upon for legit stagehands, was holding up final signing of the pact, John McDowell, secretary of Local 1 of the grip's union, this week alerted all members employed in legit theaters to "stand by for further instructions for enforcing compliance. A copy of the directive was sent to James Reilly, secretary of LNYT. The recently negotiated agreement between the producers' org and the stagehands makes the hike retroactive to August 1, 1950.

A committee meeting of the League was called Wednesday (21) to iron out the situation and report to a special meeting of LNYT's board of governors Friday (23). Yesterday's (23) get-together, however, adjourned without reaching a conclusion, and another meeting is set for Tuesday (27).

McDowell stated emphatically that his union would stand pat on the terms of the new pact agreed upon last month.

Proser Angles for Mae West's "Lil"

NEW YORK, March 24.—Monte Proser is negotiating with Mae West to star in a tab version of *Diamond Lil* for his Cafe Theater.

If the deal jells, *Lil* will come in to replace the current *Billion Dollar Baby*, which is on a week-to-week notice.

SMC Cancels Talent Showcase for 1951

NEW YORK, March 24. — The Stage Managers' Club, which has sponsored annual new talent showcasings over the last three years, announces there will be no *Talent '51* presentation this spring.

The SMC is abandoning the annual event due to last year's deficit and rising production costs.

BUDGET BATTLE

NYC Center Songbirds in Solvency Push

NEW YORK, March 24.—Financially opera is notorious as a loser. The Met has long relied on radio broadcasts, subscriptions and large donations to sustain itself. The New York City Opera Company, on the other hand, has depended on other offerings of drama and ballet by New York City Center, to take up deficit slack.

The opera phase of the City Center offerings wound up with about $40,000 in the red for the season of 1949-'50 and lost about that much last fall alone. Laszlo Halasz, therefore, is making extended efforts for the company's six-week spring season, which bowed Wednesday (14), to make up that loss and perhaps put opera in the black.

Several economy moves have been made toward that end. The originally scheduled additions of *Falstaff* and *The Dybbuk* to the current menu have been postponed till next fall. And the sole new song-fare for the season is Massenet's *Manon*, kept on the agenda because the settings from Puccini's *Manon Lescaut*, used in 1944, can be refurbished for the upcoming revival.

The picture for this spring, however, is somewhat brightened by the fact that advance sales have reached the vicinity of $107,000, about $3,000 or $4,000 over the last spring stanza, with mail still coming in. The company has also added the 60-cent tax to tickets this spring instead of absorbing it, as last year; which assures additional revenue.

Ayars Rounseville Hypo

An added b.o. hypo is the scheduling of *Tales of Hoffmann* for March 29, three days before the premiere of the London film version. Ann Ayars, soprano, and Robert Rounseville, tenor, only two Americans featured in the film, will be starred in the City Center presentation. Miss Ayars will also be starred in the *Manon* revival, and Rounseville spotted in *Carmen*, which will feature a New York debut with the company of Lydia Ibarrando.

Dramatic & Musical Routes

Brooklyn Story (Forrest) Philadelphia.
Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
Guardsman, The (Nixon) Pittsburgh.
Gramercy Ghost (Locust) Philadelphia.
It's a Great Day (Shubert-Lafayete) Detroit.
Innocents, The (Biltmore) Los Angeles.
Kiss Me, Kate (Temple) Tacoma, Wash., 28; (Capitol) Yakima 30-31.
Lady's Not for Burning (Gayety) Washington.
Lunt & Fontanne (Erlanger) Buffalo, N. Y., 26-29; (Auditorium) Rochester 30-31.
Mr. Roberts, with Henry Fonda (Orpheum) Kansas City, Mo.
Mr. Roberts (Paramount) Austin, Tex., 28-29; (Texas) San Antonio 30-31.
Make a Wish (Shubert) Philadelphia.
Member of the Wedding (Colonial) Boston.
Oklahoma (Hartman) Columbus, O.
Peter Pan (Civic Opera House) Chicago.
South Pacific (Shubert) Chicago.
Street Car Named Desire (Harris) Chicago.
Where's Charley (Curran) San Francisco.
West, Mae (Geary) San Francisco.

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AOW's Cherry Blossom Races To Alexandria

ELIZABETH, N. J., March 24.—Announcements and entry blanks have gone out for the annual America on Wheels Cherry Blossom Speed Championships to be held April 14 in Alexandria (Va.) Arena, reported Jack Edwards, director of racing, at AOW headquarters here.

Entry fee is $1 and all participating in the events must be uniformed and hold 1951 cards of the United States Amateur Roller Skating Association. Trophies and gold, silver and bronze medals will be awarded winners and runners-up. Also to be awarded will be a trophy to the AOW club amassing the most points in various competitions on a 30-20-10 basis.

Events scheduled are one and two-mile races for men 18 and over; one-mile and three-quarter mile events for women 18 and over; men, 15 to 17, one-mile and three-quarter mile; ladies, 15 to 17, three-quarter mile and half-mile; boys, 12 to 14, three-quarter mile and half-mile; girls, 12 to 14, one-half mile and quarter-mile; mixed, 9 to 11, five laps; mixed, eight and under, four laps, and a five-mile team relay.

Karslake Quits Lincoln, Det.; Seats New Ops

DETROIT, March 24.—Lincoln-Rink, built about six years ago in suburban Lincoln Park, is being taken over by the Seat family, following withdrawal from the business of Arthur Karslake, veteran rink owner and one of the original partners. Karslake is retiring to Winter Haven, Fla.

New partner is Melvin J. Seat, who is joining his father, Lyle, who has put more than 40 years in the rink business. Melvin has been associated with rinks under his father's management since he was a boy, except for three and a half years in the service. They will operate as S & S Amusement Company.

New York RSROA Girds for Meet

NEW YORK, March 24.—With all entries in the house for the New York State championships of the Roller Skating Rink Operators' Association, March 26-28, at Hillside Rollerdrome, Richmond Hill, L. I., rink manager Eddie O'Neill reveals that the count of 323 individuals and well over 500 entries is a new all-time State meet mark for the nation.

According to O'Neill, RSROA Secretary Bob Martin informed him that he knew of no greater number of entries in either amateur association for any State competition.

Lovetere at New London

NEW LONDON, Conn., March 24.—Michael Lovetere has been awarded the contract to operate the roller rink in Recreation Hall at Ocean Beach Park here on a bid of $2,250 per season. The park is owned and operated by the city.

ARENAS-AUDITORIA:

Plan To Dig More Exhibit Space Under San Fran Aud

(Daphne (Dee) Poli, regular conductor of the Arenas-Auditoria column, is in Europe for several months, during which time leading aud-arena managers will guest the column.)

By JOSEPH A. SCHMIDT
Manager, San Francisco Civic Auditorium

LOS ANGELES, March 24.—Thirty-two years is a long time in one place, but the years have gone swiftly and pleasantly for me in San Francisco's Civic Auditorium. I have seen an unbelievable pageant of kings and presidents, senators and princes, governors and cardinals file past. I have seen huge business and professional shows. Lovely prima donnas sing in my memory. Famed organists have caused my heart to leap with excitement as the acoustically perfect hall filled with mighty, swelling chords from our wonderful organ. Clowns have made me laugh like a kid when the circus was here, and I can almost hear now the roar of thousands excited over some top-flight sporting event.

Variegated Attractions

Elephants, midgets, huge machines, rowboats, fire engines and all sorts of other mechanical monsters file in our doors, are gaped at by thousands of interested spectators and are then carted out again on a smoothly operating, carefully figured out in advance plan. Our largest recent exhibition was the huge show of the American Medical Association. It was so large we had to floor over rows of seats in our balcony to accommodate all their exhibitors. The show closed on Friday and an enormous meeting of business and professional women was scheduled to open the first thing Monday morning. It hardly seemed possible everything could be gotten out over the week-end and the hall readied for them, but we did it due to the magnificent planning of our local drayage outfits and the company that set up and dismantled the medical exhibit.

We have recently been host in our 9,000 seat main arena to the Harlem Globe Trotters, who were a splendid draw, and to the Sports, Travel and Boat Show, which featured all sorts of special exhibitions in a diving tank barely four feet deep.

Headaches Fade

Minor headaches over the years have faded away and I find it hard to recall any special event that really looked fouled up and had to be sweated over to straighten out the kinks. One thing I am most grateful for, tho, is the fact that no more groups are permitted free use of the Auditorium. In the days when some civic groups were given the hall gratis we always knew there was trouble ahead. They invariably expected far too much in contrast to the groups that laid money on the line. The latter were always reasonable and gave a minimum of trouble.

I can laugh now over it but I certainly didn't do much laughing back in 1920 when the Democratic convention met here and nominated Franklin D. Roosevelt for vice-president. There were at least a hundred bosses to cater to and we couldn't seem to please any of them. However, old hands at political conventions still fondly recall that one as having been the pleasantest and most comfortable they ever attended.

Aud Well Planned

Altho built in 1914, the Auditorium was so well planned it still functions perfectly. Circulation is easy due to wide corridors surrounding the main arena's 34,755 square feet and plenty of entrances and exits. The one great need now is for more exhibition space due to San Francisco's ever-increasing popularity as the meeting place for the largest organizations in the country. Plans are afoot to excavate the space beneath the main arena as soon as conditions permit such construction.

In addition to the main arena there are two side halls flanking it that hold 900 and 750, respectively, on their 7,616 square feet and 5,500 square feet of floor space. They can be used independently or opened for use in connection with the main arena. Meeting rooms elsewhere in the building provide additional space for smaller groups to convene.

Praises City

San Francisco is lucky in being a compact city, built at the tip of a peninsula so that everything is handy to our auditorium. It sits magnificently on one side of our Civic Center, facing a lovely plaza full of flowers and greenery at all times of the year. Transportation to the near-by hotels is easy, altho many visitors prefer the short walk so they can see the sights and shop along the way.

We are equipped to handle huge shows, circuses, track meets, tennis matches, boxing bouts, wrestling matches, dog shows, conventions, balls, opera and musical events. All these have been accommodated in Civic Auditorium in the past and have welcomed the opportunity of returning again and again. It is a pleasure to welcome them back year after year.

I only wish I could do so for another 32 years. As you may gather, I love my native city and mighty proud of our city's "guest house."

N. E. RSROA Meet Given to Medford; Sked Two Parties

MEDFORD, Mass., March 24.—Massachusetts amateur championships of the Roller Skating Rink Operators' Association will be held April 17-18 in Fred H. Freeman's Bal-A-Roue Rollerway here, it was announced following a recent meeting of the New England chapter, RSROA.

The meet will offer competition in all classes of all divisions of skating. Contestants placing first, second or third are eligible for participation in the Northeastern regional meet, to be held later this spring, and those who finish one-two-three in the latter may participate in the nationals, to be held in Cleveland Rollercade in July.

On March 27 the Fred H. Freeman Figure Skating Club will sponsor a Gay '90s costume party. Spurred on by the success of last year's old-timers' party, the management has scheduled another such event for April 3. Invitations are soon to be mailed to hundreds of persons who have at one time or another in the past 20 years skated at a Freeman rink.

Fairview's Attention Centers on Club Work

DETROIT, March 24.—Promotional activities of Fairview Gardens, newest rink in Detroit, are being centered upon club activities under the direction of Owner-Manager Shad Hakim. Membership in the club is showing a steady increase.

Plans call for a series of special shows, but dates have not been set.

CINCINNATI, March 24. — Indoor auto racing makes its debut in the Cincinnati Garden Wednesday (28) with the run-off of eight races, reported Garden General Manager Alex Sinclair. Arrangements call for one night of racing weekly, with the second card tentatively set for April 4. Ed Otto Productions, of Buffalo, is staging the Automobile Association of America-approved events. Conventional small, hard-top cars will participate.

Sked New York "World Series" Speed Program

NEW YORK, March 24.—Dates for a "world series" to determine the champ team of the Metropolitan Inter-Rink Roller Racing League were announced this week as April 14, 21 and 28. At the same time, it was disclosed that a wholly separate competition to decide individual champions will be held the following Saturday, May 5, at New Dreamland Arena, Newark, N. J.

Opening match in the three-day team affair, with the Eastern division winner going against the Western section victor, will be skated at Eastern Parkway Rollerdrome, Brooklyn, home of the Eastern Parkway club that finished its season with an unblemished record of eight wins. The second contest will be held at the home of the still-to-be-determined Western winner, with the finale scheduled for New Dreamland, a neutral site.

The Western division champ won't be known until Saturday, April 7, date of a playoff match at Dreamland which will break an existing first-place tie between Bay Ridge of Brooklyn and Shore of Asbury Park, N. J. Both teams wound up their respective seasons with a record of seven wins and one loss.

Prep for 1951 AOW Contests

ELIZABETH, N. J., March 24.—Officials of Twin City Arena here, host rink to the America on Wheels chain's 1951 championships, are making preparations for the contests which start March 26 and wind up Friday (30) night.

Up for competition this year is a huge sterling silver AOW club challenge trophy to replace the one which last year became the permanent possession of Twin City Skating Club when it won it for the third time. In order that all clubs in the chain may have a chance in the competitions, a scoring system has been devised whereby the more experienced clubs are handicapped in points-earned totals to put them on an equal footing with less experienced clubs.

Now in their 11th annual running, the AOW championships have shown tremendous growth since the inaugural contests which drew a handful of competitors. Over 300 skaters, representing nine rinks, are expected to take part in this year's events. They come from five States and Washington, D. C.

Roller Skating Set For Vancouver Arena

VANCOUVER, B. C., March 24.—Another roller rink goes into operation here this summer at Kerrisdale Arena. City council's parks committee has approved an $11,000 loan by the park board to the arena management for construction of a sectional board floor for use in place of ice during the summer. The board will be laid over refrigerating pipes.

The floor also will permit the arena management to offer dancing, basketball and other revenue producers of that type.

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Roadshow Rep

ERBY WILSON, last season with Brunk's Comedians, and **Leo and Maxine Lacey,** with Bisbee's Comedians in 1950, have been signed by Toby and Ora Slout Players for 1951, **L. Verne Slout** announced last week from the org's Vermontville, Mich., headquarters. One of the plays to be used this year, Slout says, will be his comedy, "The Other Fellow's Shoes." Slout says the play has been pulled out of moth balls, dusted off and given a few lifts here and there. He says that with the aid of a liberal does of "pep pills" he hopes the play will be able to make the grade this season. Other shows scheduled for presentation include "Lazy Bones," "Up in Betty's Bedroom," "Tumbleweed," "Mr. Whimple Had a Dimple," "Howdy Folks" and "Cheating Women." **Dick Tanas,** agent, and **Charles Land,** stage manager, are assisting the Slouts with their final antique and hobby show of the year at Lansing, Mich. Following that date, the Slouts and personnel of the show move into the org's Shelbyville, Ill., winter quarters, where rehearsals are scheduled to get under way April 18.

* * *

HAPPY RAYE, last season with Capell Bros.' Circus, has been named general agent of the Madden & Stillian Players for 1951, it was announced last week. **Dale Madden,** who had his Hammond organ with Capell Bros. in 1950, also will be with the show this year, as will **Lois Ann Stillian,** aerialist. They will open their season late in May. Canvas has been ordered and the show recently took delivery on a new calliope. Show will be presented in a 40 by 80 top and it will move on five new semi-trailers. Raye says that the spring route has been completed and that a number of special events have been booked. . . . **Charles and Theodore Johnson,** who have been showing 16mm. feature pix in Maine the past three months, soon move into New Hampshire where they have a month of dates signed. . . . **Meree Mullen** writes from Eugene, Ore., that he has been working to good business with a combined fair and vaude show indoors. Mullen is framing a large platform show for the summer in Eastern Oregon. He plans to add some animals to his other entertainment.

* * *

W. C. CURTISS, poster printing plant owner-operator of Continental, O., was an interested spectator at the Sarasota, Fla., winter quarters of the Ringling-Barnum circus during the filming by **Cecil DeMille** of "The Greatest Show on Earth." He spent three weeks on location at the Ringling quarters and among the many personalities he met were Harry and Madge Graf, of the Madge Kinsey Players, who were employed in making the picture. Curtiss set down his experiences in a lengthy by-lined story in The Continental News-Review's March 22 edition. . . . **Gitt's Show** has been playing Wyoming spots to reported good business. . . . **K. K. Merrill** writes from Cibilo, Tex., that he's readying a good-sized platform show and will work Texas and Oklahoma spots this summer. He recently added some animals and a new trailer-truck.

* * *

ERNEST R. SCOTT, of Scott's Show, pens from Laramie, Wyo.: "I've been making small towns in Wyoming with an indoor fair and vaude attraction to good returns. Have a good line-up of 16mm. pix and have been playing about four nights a week. I will be back with a platform show as soon as it is seasonable. We'll play the same Wyoming territory that we made last year. In many spots we have had dance-show programs and these have been good return nights. . . . **T. C. (Ted) Herman** advises from Miami that he plans to leave Florida soon and move his feature pix and vaude show to Ottawa, Ont., its destination. Unit worked its way down to Florida to successful business. Herman and his wife and daughter make up the show.

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Drivin' Round The Drive-Ins

AUTO-IN THEATER in Price Hill, Cincinnati suburb, and the Dent Auto Theater, on U. S. Highway 52, near Cheviot, O., reopened for the season Saturday night (24). . . . **North Point Drive-In Theater** was prepared to handle an influx of 10,000 persons and 2,000 automobiles at Easter Sunrise service. The expectation is based on attendance at previous observances of Easter at the spot. In addition to the army of worshippers, accommodations were made for a choir of 300. North Point opened Friday (8) after being refurbished during the winter. Improvements include a new 15,100-square foot screen, new projection equipment, new snack bar, freshly paved ramps and an enlarged playground for children. . . . About 40 persons, associated with Lockwood-Gordon-Rosen Theaters in Connecticut, attended a farewell party last week at the Webb Theater, Wethersfield, Conn., for **William Daugherty,** who resigned as manager of the circuit's Plaza Theater, Windsor, Conn., to enlist in the Army Air Force. At one time, he managed the Torrington Drive-In Theater, Torrington, Conn. . . . **Lou Rogow,** partner in the Pike Drive-In Theater, Newington, Conn., and Mrs. Rogow have returned to their Hartford home, following a Florida vacation. . . . A permit for a new drive-in theater, Richmond County, Georgia's third, has been issued to **R. C. Sanders** and **M. W. Holland,** both of Charlotte, N. C. . . . Mustang Drive-In has been opened in Grapevine, Tex., by **Bill Guest** who also operates the Palace Theater there. Spot has a 400-car capacity and has been named after the local high school football team. . . . The Park-Aire Drive-In bowed for the season in Fort Worth March 15. **L. C. Tidball** is owner-operator, and his son, **Philip,** is manager.

Paris Peek

By ART ROSETT

• *Continued from page 2*

film producer, who indirectly assisted in the defeat of desert fox Rommel, and also "single-handedly won the battle of Britain." Futter has just completed his picture, *Monsieur Fabre,* starring Pierre Fresnay, which was shot in two languages simultaneously. . . . Edith Piaf's new show, *La Petite Lilli,* which opened two weeks ago at the A.B.C. Music Hall, is sensational, according to all reports.

Belgium's 'Salesman,' Walters' New Talent . . .

Yehudi Menuhin and his sister, Hephzibah, are scheduled to give a recital at the Salle Pleyel April 17. . . . *Death of a Salesman* will be produced in Brussels from April 9 to April 22 by the Belgian National Theater. . . . The Spanish ballet, *Pilar Lopez,* was booked into the Theater des Champs Elysees, starting Monday (18) for a week. . . . Thrush and looker Mary Mead is the current star of the show at the Casino de Paris, and the only American in the cast. . . . Minto Cato, colored American vocalist who accompanies herself, has a delightful repertoire of her own arrangements. . . . Dany Dauberson closed at Carrol's to open at the Empress Club in London. . . . Bill Marshall is scheduled to be back in Paris next month to begin shooting a new picture. . . . Humphrey Bogart and Lauren Bacall arrived on the Liberte. . . . Daryl Zanuck is doing the town. . . . Lou Walters signed up most of the English chorus girls from La Nouvelle Eve for his Latin Quarter. . . . The Bernard brothers have been signed by Yates of Republic to do two feature pictures in Hollywood. . . . *Life-Time* international doing a picture spread on our discovery, Frank Billerbeck, who now bills himself as Billy Beck, the Clown.

Wagons Are Rolling; Alfrescoes Carry On . . .

The Boulione Winter Circus leaves its Paris headquarters on April 1 for its "grand world tour." . . . The Pinder Hippodrome Circus plays Paris for the first time in four years this month (date as yet unannounced). . . . Zoo-Circus, which calls itself "The French Barnum," has reached the environs of the city in its play dates. It's billed as coming from Teheran. Among the acts are clowns Ralph and Zavatta, and Jack Rex and his lions, both from the winter circus show of last month. . . . Club du Cirque, Paris organization devoted to the profession at home and abroad, has published a review concerning the business.

Bechet, Duke Awarded 'Grand Prix' Kudos . . .

The Grand Prix du Disque 1951, the French "Oscars" to the record industry, were awarded recently, and two Americans, Sidney Bechet and Duke Ellington, cropped up in the jazz category. Bechet won the nod in the New Orleans field with his *Blues in Thirds,* on Victor; Duke won the big band jazz award with *Concerto for Cootie,* an oldie on the same label. Other winners were Jacques Helian for *All Is Quiet,* Pathe; *Jumbo the Elephant,* Mercury; *In Paris,* by Francis Lemarque, Odeon; *Tito's Mambo,* by Tito Priente and the Orquesta Tropical, Pathe; Lucienne Jourfier and the Opera-Comique Orchestra, conducted by Albert Wolf, for *Cours La Reine* from Manon, also Pathe. The Oiseau-Lyre Company was given an award for its pressing of the two Mozart symphonies, the 27th and 30th, on one LP.

The Grand Prix du Disque undoubtedly guides a great number of the French record-buying public in making their selections, but the greatest amount of records sold continue to be of the musette variety. This is the peculiar fast waltz played by the inevitable accordionist, with more or less help from string instruments and a singer. Twenty-five per cent of all records pressed in France are of this type, and the most recorded artist in the whole industry is musette king Emile Prud' Homme, who has 102 listings in Odeon. Tino Rossi, the most waxed singer, runs second on the lists with 65 numbers to his credit.

Washington Once-Over

By BEN ATLAS

• *Continued from page 2*

high-frequency channels. FCC-ers themselves are getting biggest laugh out of that theory. Commission was tangled for days by Commissioner Frieda Hennock's partial dissent over reservation of educational channels. Cracked one FCC-er: "Anybody who thinks we knew when or if we'd release the new proposed table of allocations is giving us more credit than we deserve."

What Gives on Fulton Lewis MBS Shows? . . .

FCC is viewing with interest this week's testimony by commentator Fulton Lewis Jr., before Senate subcommittee investigating Millard Tyding's defeat for Senate re-election. Lewis answered a charge by Tydings that the Mutual Broadcasting System commentator had campaigned against him nightly over the network without equal time afforded to Tydings to answer. Lewis countered that MBS sells his program to local stations which may broadcast it on their own or sell it.

To FCC, more pertinent question is whether the case involves application of Mayflower doctrine requiring individual stations to give proper identity to editorializing. Another question is whether corrupt practices act applies. The act requires reporting of campaign contribution and puts ceilings on individual outlays.

Some Like TV Hot, a la Kefauver, Some Not . . .

Big debate stirred by telecasts of Kefauver committee hearings is sure to bring video more solidly than ever into hearing chambers. However, congressional code will give committee chairmen wider authority than ever in barring or admitting the cameras.

Amid TV's soaring popularity from its crime hearings coverage, D. C. newsmen are giving chief credit to Bill McAndree and Albert Warner for spadework performed years back in getting TV into hearing chambers. McAndrew, manager of National Broadcasting Company's outlet here, and commentator Warner did months of missionary work before winning their round. Some committee chairmen are still TV-shy, and chances are 'twill ever be thus.

They Eat More Than in '49, Less Than Jan. . . .

Latest Commerce Department figures show eateries and drinkeries doing better business last month than in the preceeding February. Receipts totaled $850,000,000 for the month, $52,000,000 better than in February, 1950, but $40,000,000 less than in January, 1951. Trend has been steadily downward since last December.

Billboard Backstage

By JOE CSIDA

• *Continued from page 2*

indicates, too, that maybe this conservative editorial policy we follow isn't sound. Maybe a better policy is "when in doubt, run it."

But it is nice to know that your guys are on the ball, not occasionally, but all the time. That same January 20 Page 1, for instance, bannered the fact that Petrillo's big pitch in the TV negotiations was the film royalty, and that was confirmed just a little more than a week ago in other papers. And in the following issue, January 27, music editor Paul Ackerman broke a story to the effect that Judge Ferdinand Pecora was going to join the American Society of Composers, Authors and Publishers law firm soon. That story, too, was confirmed on the front pages of many newspapers last week.

Picture Business

By LEE ZHITO

• *Continued from page 2*

These range from MGM's *Ninotchka,* made in 1939 and reissued in 1947-'48, to the current crop, including Warner's *I Was a Communist for the FBI,* now before the cameras. Incidentally, reissue of *Ninotchka* in Italy was credited with helping to win the election there against the Reds.

London Dispatch

By LEIGH VANCE

• *Continued from page 2*

that one to the MU. Said an MU man: "We cannot approve the decision to sack the players." "Sorry," said the corporation, "a live band just doesn't pay," and produced returns to prove it. After a deadlock, the corporation threatened to use non-phono disks, was counter-threatened with a strike of all MU members under its wing.

What's Garland Take! Vance Has an Idea . . .

Hollywood reports that Judy Garland is getting $19,600 for her Palladium season starting April 9 are doing her no good on this side. Earlier reports that Danny Kaye was to get the same figure were received skeptically here. The cagey Moss Empires refused to come out with any figures. "But," said a spokesman, "figure it out for yourself. If the Palladium paid out that money each week, we couldn't afford to employ any other acts. It would be a solo turn." At a guess, I put Kaye's salary between $2800-4000, not more. And if the biggest draw the Palladium has ever had is only getting that money, it stands to reason that Judy, fresh from one breakdown after another, and out of pictures for some time, couldn't be taking the same percentage for her first Palladium prance."

Cominform Hates Us, Industry's Proud . . .

Further evidence of Hollywood's vital role in fighting the Reds can be seen in the party line's directive against U. S. film product. In the *Cominform Journal No. 28* (*Journal* lays down the Soviet party line) can be found the following (dated July 17, 1950):

"The workers and supporters of peace must fight against the American cinema, especially in the Marshallized countries. It is imperative to render the American cinema, this weapon of most aggressive imperialism, harmless."

Industry leaders feel this directive is a compliment to Hollywood, for obviously the product here has bothered the Reds to the point where such comment was deemed necessary. This is of particular credit to Hollywood when it is remembered that the U. S. screen is basically a medium of entertainment and not a propaganda tool.

Industry leaders feel Hollywood's slate is clean. Its record will speak for itself.

Malcolm Vs. Malcolm In Musical Sit-Down . . .

In the past few months the Malcolm Mitchell Trio (piano, double bass, electric guitar) have been averaging $560 a week from broadcasting and night spots. But this week they failed to please another musician—Sir Malcolm Sargent. Dining at the Carousel he put his fingers in his ears when the trio began to play, refused to take them out until "that abominable guitar stops."

Rank Values Lower; BBC Men Must Be Dry . . .

Because of the "depressed state of the motion picture industry" here, Eton Rural Council has reduced the assessed value of Arthur Rank's Pinewood Studios from nearly $28,000 to $14,000. Net annual value of the whole property is shaved from $108,000 to $56,000.

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Burlesque Bits

• Continued from page 43

moves another veteran show and theater owner from the burly arena. For a long time he was also associated with **Arthur Clamage** in many burly interests. Irons was a factor in the former Columbia theaters and productions. Two years ago he was one of a few interested in trying to revive burlesque in New York. Among theaters he leased and operated in the past were the Haymarket, Chicago; Nickelodeon, Cincinnati; Gayety, Kansas City, and Roxy, Cleveland. In his early days he was also connected with circus outfits. . . . **Tommy (Scurvy) Miller** is back at the Gayety, Detroit, after several weeks of illness.

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HANK HENRY and **Jo Ann Malone** continue at the Silver Slipper, Las Vegas, Nev., where a newcomer is **Ruth Petty**. . . . Girlie shows at Coney Island, N. Y., this summer will be increased from three to four. **Tirza's** Wine Bath and **Frank Garto's** "Variety Revue" will reopen there as usual, and **Fred Sindell** will operate the other two, one a black-and-white revue, and the other an all-white show to replace the singing waiters in his Irish Stable House, which has been rebuilt. **Mim Grossman** will do the booking. . . . **George Tuttle** is set to open July 1 for the summer as emsee at Green's Hotel, Pleasantdale, N. J., thru **Sid Hall**. . . . Gayety, Detroit, chorines who double as strippers are **Bonnie Freedman, Georgia Lane, Bobbie Rogers** and **Vesta (Diane Brooks) Voorhees**. . . . **Eddie Innis** and **Jane Brown** are vacationing in Miami. Their places in a Hirst unit were taken at the Troc, Philadelphia, March 18 by **Billy Wallace** and **Jean Lee**. The same unit had **Harry Ryan**, straight, skipping the Philly week in favor of **Jess Mack**. Ryan rejoined in Baltimore. . . . **Ronnie DeMita**, dancer, opened at Fox's, Indianapolis, March 8, thru **Arthur Clamage**. Accompanying her on the trip from Detroit was her sister, **Nina**, singer. . . . **Winnie Garrett** and architect **Harry Eisen** will wed in May and take up residence in Manhattan. . . . Los Angeles has a new nitery, the CLC Club, featuring **June Morgan, Frances Dubay** and **Harry Foster**. Strip City Club has **Jo Ann Michaels, Nikki Chan, Audrey Lane** and **Staley Farrell**. Last Call has **Sy Sommers; Eddie Troy**, emsee; **Doreen Gray, Robin Jewel, Joy Damon** and **Doris DeLaye**. . . . **Tom Patricola Jr.** opened March 25 at the Gayety, Montreal, and follows a week later at the Moose Club, Johnstown, Pa.

Hocus-Pocus

• Continued from page 43

hibit will run until June 15. . . . **Rexford L. North**, Boston mentalist-hypnotist, has just released the first issue of his new magazine on hypnotism, which he claims is the first American mag devoted exclusively to hypnosis. Bearing a 50-cent price marking, it carries the tag of The Journal of Hypnotism. It will be published bi-monthly, North reports. In addition to publishing the Journal, North says he is still running his school of hypnotism in Boston and working an occasional date in the area. He recently completed 18 weeks for ATC Theaters and is currently setting resort dates in New England for the summer. . . . **Milbourne Christopher** will be guest on **Steve Allen's** show over CBS-TV Wednesday of this week (28), and April 3 does a repeat on the **Garry Moore** show over the same network. Christopher drew a full house recently at the Westminster Forum in Steubenville, O., the first time the group had ever had a magician. . . . **Phil Thomas's** Yogi Magic Mart has a TV show pitching tricks and magic courses on WAAM, Baltimore. . . . **Clayton Rawson**, author of the **Great Merlini** books, flew to England and back on business recently. . . . **Randolph the Magician** postals from the Azores: "At the halfway mark to Germany to entertain the troops. Will let you know what they think of magic over there." . . . **Ray Amy**, St. Louis mentalist-magician, and his wife, **Virginia**, who recently presented him with a son, are back in harness with their mental turn and recently worked the Sheraton Hotel, St. Louis, on the same bill with Chicago's **Jack Herbert**. The Amys have just closed at the Belleville Hotel, Belleville, Ill., and are set for other club stops in the St. Louis sector.

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GALI GALI winds up an eight-week stand at the Biltmore Bowl, Los Angeles, April 21, and May 3 begins a two-weeker at the Roosevelt Hotel, New Orleans. . . . **Stanfield**, magician-vent of Fordyce, Ark., played a return recently at the Patio Theater, New Orleans, in conjunction with the picture, "Bunco Squad," in which **Harry Jansen (Dante the Magician)** plays the part of a retired conjuror. **Stanfield** says he is booked to appear with the film at a number of other spots. . . . **Judith Johnson and Company**, mental turn managed by **Harold Laughon**, is in the midst of a four-week engagement at the Red Barn Club, Miami. . . . **Doc Weiss**, assisted by **Miss Terry Lee**, presented an hour of magic and escapes at the Bensonhurst Odd Fellows Lodge, Brooklyn, March 20. . . . **Monk Watson**, veteran vaude comic, emsee and magician, has been elected mayor of Colon, Mich., home of the **Percy Abbott** magic factory and well known to hundreds of magi who made the Abbott magical get-togethers there for a number of years. . . . **The Amazing Vanteen** typewrites from Bellingham, Wash., that he's encountering good business but bad weather playing club dates thru the Pacific Northwest. He plans to hop to Hollywood April 1 to take an advance course at the **Ben Chavez** College of Magic. . . . **Ed Stock** postals from Tacoma, Wash.: "I ran into **Earl Peck (Gene Gralau)** in this territory. His full-evening magic-vent show is booked far ahead by a food company. His audience-participation gag for a closer is a masterpiece. I trouped with Peck when he ran a specialty show over the Death Trail in Dakota and Minnesota every winter. The hotels were so cold that the only thing you took off when you went to bed was your hat. Things are okay with me, as our little trick keeps us eating and happy. There is money in this area for the small-town showman if he'll hustle." . . . **Mary V. Kay**, Montreal style-fashion expert, is one of the most ardent magic enthusiasts in the Canadian metropolis. She rarely misses a magic performance in Montreal and is known to virtually all of the magi who make the town.

Caught Again

• Continued from page 41

important in fashion-conscious Paris.

Accompaniment for Amru is provided by her arranger-pianist, Pete Matz, and Aime Barelli's band. *Art Rosett.*

Cotillion Room, New York

Larry Storch has some first-rate character impressions, well-suited to please the East Side crowd which inhabits the spot. Particularly noteworthy are his standard English fight announcer, and fem lush. He drew equally well with impressions of a faulty TV picture tube, man running for a bus, a French singer, an Apache team and the stuffy bank president having a man-to-man talk with his teen-age son.

In almost every case, Storch's mugging and use of small props was slick; yet a few fresh lines in each of the character bits would add some needed spark. His light patter and intro routine were replete with oft-heard material, but not enough to detract from the general good impression.

Mario and Flora were held over. *Joe Martin.*

The Final Curtain

BATES—Morton L.,
59, musician and orchestra leader suddenly March 10 in a doctor's office in Baltimore. He conducted his own dance orchestra in Atlantic City for many years. Surviving are his widow, Emma Hanke; a daughter and his mother. Burial March 13 in Laurel Menorial Park, Atlantic City.

BOYHAN—Dennis,
former circus and vaude acrobat, March 17 in Norwalk, Conn. He trouped with the old Barnum & Bailey Circus as a member of an Arab tumbling act and played in vaude with O'Donnell and Blair. Survived by a brother and two sisters. Burial in Stratford, Conn., March 19.

BRADLEY—William,
73, father of W. J. Bradley, president of the Saskatoon (Sask.) Exhibition, in that city March 11. Two daughters survive. Burial in Saskatoon.

BURNS—P.,
former carnival trouper for many years, recently at his home in Washington of a heart attack. Burial in Arlington Cemetery, Washington.

CAMPBELL—Mrs. Mabel Hall,
March 12 in Hollywood. She was the daughter of the late Col. George W. Hall, Evansville, Wis. Survived by her husband, William, Hollywood.

DAVIDSON—Mrs. J. Milton,
76, former concert singer and music teacher, March 20 in Bryn Mawr, Pa., Hospital, after a long illness. Two sons survive. Burial in Lakeside Cemetery, Dover, Del., March 22.

DOBBINS—Sara A.,
61, wife of George Dobbins, of the John H. Marks Shows, March 17 in Tampa. She also leaves a brother in Pittsburgh. Burial in Garden of Memories Cemetery, Tampa.

FLANAGAN—James B.,
advance man with Coleman Bros.' Shows, March 21 at his home in Meriden, Conn. **(Details in General Outdoor Department.)**

GLEW—George W.,
74, former circus performer and pitchman, recently in Woodstock, N. B. **(Details in General Outdoor.)**

HAWKINS—Fredrick J.,
87, father of Mrs. Vernon L. McReavy, whose husband is a member of the Hamid-Morton Circus promotional staff, March 18 in St. Mary's Hospital, Mankato, Minn. Burial in that city.

HAYES—Albert B.,
71, former well-known trick bicycle rider, March 21 at his home in Cincinnati. As a youth Hayes was with the Famous Jackson Family, cyclists, and appeared with them on the John Robinson, Forepaugh & Sells and Ringling Bros. circuses for a number of years. In 1907 he became a member of the vaude act of Mosher, Hayes and Mosher and they toured the top vaude circuits for 25 years. More recently he had been a doorman at the Gayety Theater, Cincinnati burlesque house, until he retired a year ago. Survived by two brothers, Cauldwell, with whom he resided, and Charles, of Chicago. Crematory services in Cincinnati March 23.

HEPBURN—Mrs. Thomas N.,
mother of actress Katherine Hepburn, March 17 at her home in Bloomfield, Conn.

HERZOG—Charles F.,
53, partner in the E. T. Herzog Recording Company, Cincinnati, March 21 at his home in that city. Survived by his widow, Anna; two sons, Charles and Floyd, Chicago; two brothers, Rupert and Earl, Cincinnati, and four sisters, Mrs. Irene Meek, Richmond, Ind.; Esther, Mrs. Anna Foster and Mrs. Frank Stoll, Cincinnati. Burial in Spring Grove Cemetery, Cincinnati, March 24.

HILLHOUSE—E. Foster,
member of the Circus Historical Society and Model Builders' Association, recently at his home in Chillicothe, O. He had a large collection of circusiana.

IRONS—Warren B.,
well-known figure in burlesque theater operations, March 18 in a Toledo hospital. Irons had been associated with Arthur Clamage for several years in various burlesque interests, and had been a partner with Jack Rubens in the Gayety Theater in Toledo. **(Further details in the Burlesque Bits column.)**

KARNOFSKY—Hyman,
56, owner-operator of the 112 Bar, Philadelphia, March 12 at his home in that city. His widow, Esther; three daughters, two brothers and a sister survive. Burial in Har Judah Cemetery, Philadelphia, March 14.

KIRCHNER—George,
artist for Thearle-Duffield Fireworks, Inc., Chicago, suddenly March 22 in that city. **(Details in General Outdoor Department.)**

KLINE—Virginia,
69, former actress and writer, March 16 at a Long Island (New York) nursing home. She played the squaw in "The Squaw Man" with William Faversham and appeared in plays by Ibsen and George Bernard Shaw in the companies of Mrs. Minnie Maddern Fiske and Mary Shaw. She wrote scenarios for Inspiration Pictures under Arthur Friend in silent film days and was the author of full-length and one-act plays. Survived by a brother, Harry D. Kline, Broadway theatrical manager, and a sister.

LaMARR—Frank,
former well-known high diver, March 6 at his home in Venice, Calif., of a heart attack. Before a stroke in 1939 forced him to retire, LaMarr had operated Chinese underground shows of the expose type. In 1893 he was manager of the Streets of Mexico attraction at the St. Louis Exposition. Survived by his widow and two daughters, Wanda, Fort Worth, and Pauline, Houston. Burial in Holy Cross Cemetery, Venice.

McCAULEY—George H.,
62, music teacher and former vaude performer, March 20 at his home in Takoma Park, Md. He worked as a blackface banjo player at the opening performance of the Rialto Theater in Washington, appeared at the Century Theater in Baltimore and later coached amateur minstrel shows. He taught banjo, mandolin and guitar at his school in Washington. Survived by his widow and three daughters.

McLONG—Billy,
70, March 3 at his home in Philadelphia following a long illness. He was well-known as a Nergo comedy-dancer appearing with Bessie Smith, Butterbeans and Susie, and Ashes and Bilo some 20 years ago. Burial in Philadelphia March 6.

MENGELBERG—Dr. Wilhelm,
79, conductor of the Amsterdam Concertgebouw Orchestra from 1895 until 1945, March 21 at his villa in Chur, Switzerland. He studied at the Conservatory of Cologne and took highest honors in piano and composition. His first conducting post was at Amsterdam. In 1892 he was appointed music director at Lucerne and, three years later, as a result of the success made there, he became leader of the Amsterdam Concertgebouw Orchestra. In 1941 he accepted a post with the Nazi cultural cabinet and during the war he conducted in Berlin and other spots in Germany. When it was apparent that the Nazi cause was lost, he fled to Switzerland, and in 1945 a Dutch investigation board ruled him unworthy of conducting in the Netherlands. Later the board reduced life exile from any Dutch orchestra to six years. Between 1921 and 1929 he made guest appearances with the New York Philharmonic and Philadelpha orchestras, and for several years during that period he was co-conductor with Arturo Toscanini of the former group. He was also associated with other groups, including the Tookunst in Amsterdam, the Frankfort Caecilienverein and organizations in France, Italy and Russia. From 1911 to 1914 he was regular conductor of the London Symphony.

NEWTON—Mrs. Hattie,
90, widow of Frank A. Newton, who operated Newton's Varieties, the first theater in Hartford, Conn., around the turn of the century, recently in Hartford.

NOVAK—Louis,
first violinist with the Chicago Symphony Orchestra for 22 years, March 16 in Vineland, N. J. Born in Chicago, he was a graduate of the Prague Conservatory of Music. After retiring from orchestral work, he settled in Vineland in 1917 and taught piano and violin until recently. Survived by his widow, a son and a daughter.

NOWELL—Irma Stowe,
73, former actress and dancer, at the Edwin Forrest Home, Philadelphia, March 18. She was a child actress and ballerina and later made many appearances in musical comedy and dramatic shows in Philadelphia and other parts of the country. She was the ingenue and solo dancer with Wilbur Light Opera Company, Philadelphia. For eight seasons she was ballet mistress for the Klaw and Erlanger production of "Ben Hur." Before retiring in 1915, she played and danced in various musical stock companies. Her husband, Wedgewood, veteran actor, and a sister, Leah Stowe, survive. Burial in the West Laurel Hill Cemetery, Philadelphia, March 21.

O'DONNELL—Joseph,
film salesman and theater manager in the Detroit area for some 30 years, and one-time manager of the PRC Film Exchange, Detroit, March 16 in that city. Survived by six brothers and sisters. Burial in Mount Olivet Cemetery, Detroit.

RIMSKY-KORSAKOFF—Mikhail N.,
scientist son of Nicolai Rimsky-Korsakoff, Russian composer, recently in Moscow.

PEARE—Robert S.,
50, General Electric Company vice-president in charge of public relations and advertising policy, March 18 at Schenectady, N. Y. He joined G. E. in 1922 and directed the activities of WGY, company's pioneer outlet; WRGB-TV, frequency modulation station WGFM, and short wave outlets WGEA, WGEO and WGEX, all in Schenectady, and KGEI and KGEX on the West Coast. Survived by his widow, two daughters and a brother.

SCHLEUE—Mrs. Charlotte M.,
54, wife of Adolph Schleue, violinist with the Cincinnati Symphony Orchestra for 26 years, March 18 in Holmes Hospital, Cincinnati. She taught music at the YWCA, Cincinnati, for several years, retiring 14 years ago. Burial in Greenwood Cemetery, Hamilton, O., March 21.

SWISHER—Harold,
veteran newsman and Western division radio manager of the United Press, March 16 in Del Rio, Tex., of a heart attack aboard a train. Survived by his widow.

THIELE—Florence E.,
musician, at her home in Philadelphia March 12. She was well known in music circles in that city and active with the Philadelphia Music Club. A brother survives. Burial in Holy Sepulchre Cemetery, Philadelphia, March 15.

TIEMEYER—Mrs. Robina,
77, mother of Erwin, Alfred and Herbert Tiemeyer, Cincinnati musicians, March 22 at her home in that city. The first two sons are members of the Cox Theater orchestra; the last named is trumpet player with the Cincinnati Symphony Orchestra. She also leaves her husband, August, and a sister, Mrs. Anna Baur, Cincinnati. Burial in Evergreen Cemetery, Southgate, Ky., March 26.

VINEY—W. R.
69, father of Henry Viney, sports broadcaster at Station CFCN, Calgary, Alta., at Lethbridge, Alta., March 14. Survived by his widow, two other sons and a daughter.

WALKER—Ernest C. Sr.,
56, cellist, March 20 in Hollywood during a rehearsal at Columbia Broadcasting System studios. A member of the Philharmonic Orchestra for 22 years, he also played on radio shows and was acting professor of music at Chapman College and the California Academy of Music. Survived by his widow, Nellie, and two sons, William and Ernest Jr.

WAX—Samuel R.,
former owner of the Joy and Stratford Theaters, Philadelphia, suddenly March 14 at his home in that city. His widow, Gertrude, and a son survive. Burial in Roosevelt Cemetery, Philadelphia, March 15.

WINSLOW—Clarence V.,
90, former acrobat with the Ringling Bros. and Barnum & Bailey Circus, March 19 in Bridgeport, Conn. Survived by his widow, Lillian, Independence, Mo., and three daughters, Mrs. Lillian Brinkerhoff, Trumbull, Conn.; Mrs. Emily Vosburgh, Cheshire, Conn., and Mrs. Mary Sperry, Independence. Burial in Bridgeport March 22.

Marriages

BROWN-GOLOFF—
Larry Brown, disk jockey and announcer at WPEN, Philadelphia, and Alma Goloff, non-pro, in that city March 11.

DICKINSON-DeWITT—
Fred Dickinson and Peggy DeWitt, staffer in The Billboard's New York office, March 24 in that city.

DOLAN-PAUL—
Nancy Dolan, former radio director for the Columbia Broadcasting System, and Elliot Paul, author of "The Last Time I Saw Paris," March 13 in Providence.

McCARTER-JEANETTE—
R. C. McCarter, general agent for the Cetlin & Wilson Shows, and Marion Jeanette March 12 in Miami Beach, Fla.

MEYER-SANFTLEBEN—
George Meyer and Aleen Sanftleben, secretary to V. N. Springgate, sales manager of KXOK, St. Louis, March 2 in that city.

Births

EVANS—
A son, Monte Joel, to Mr. and Mrs. Paul E. Evans recently. Parents are with the Rogers Bros. Circus.

HART—
A son to Mr. and Mrs. George Hart, March 6, in Philadelphia. Father is disk jockey and radio announcer at WTEL, that city.

ROBBINS—
A son, Randy Scott, to Mr. and Mrs. Richard Robbins March 15 in Los Angeles. Father is director of Columbia Broadcasting System's "Meet the Missus."

ROH—
A daughter to Mr. and Mrs. Frank Roh March 11 in Los Angeles. Mother is the daughter of pic and stage actress Mary Astor.

SCHADL—
A daughter to Mr. and Mrs. Joe Schadl March 10 in San Antonio. Father is film projectionist at WOAI-TV there.

Paramount, N. Y.

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nice change of pace material.

Winterhalter, working with 24 musicians and eight voices, made his theater debut with this show. On top of a series of best-selling records, the move was smart for both the orkster and the house. Band opened with *Count Every Star*, a short eight-bar intro, and went into *Zing Zing—Zoom Zoom* and the medley of *I'll Never Know Why, Across the Wide Missouri* and a full *Count Every Star*. The band's rendition of *Syncopated Clock* got a big reaction. Needless to say, his record hits drew nice mitts. That the acoustics of the house couldn't compare with the studio sound was evident, but not enough to detract from the over-all performance.

Raul and Eva Reyes' standard terping routine didn't come off as well here as it has in other theater appearances. Could be that the narrow Paramount stage worked to their disadvantage, but net result was below average for the team.

Pic, *Lemon Drop Kid*. *Joe Martin.*

London Casino

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given the right scope, could lead with the best of them.

Rolly Rolls extracts the utmost comedy from a piano keyboard and a broken English accent. Nat Jackley, an amiable giraffe of a man, bobs up in between the exotic excursions into other lands to remind us with some unsubtle slabs of British fun that we are safely at home all the time. And Dot, the fat and feminine half of Dick and Dot Remy, makes light of her weight with some incredible handsprings. *Leigh Vance.*

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2 ORGS BUY 10 RINGLING SHOWS

Long Island Legion Takes 3 Days, San Diego Lions 2, in Straight Sales

WESTBURY, N. Y., March 24.—Completion of an outright sale for a three-day, six-performance stand here of the Ringling-Barnum circus, June 7-9, to 61 American Legion posts thruout Nassau and Suffolk counties acting as a unit, was announced Thursday (22).

Cost of the performances to the Legion posts was not given but playing two days and four performances for the Nassau Legion posts last year the reported price was $64,000, with the commensurate increase for the added shows placing this year's near the six-figure bracket. The local 1950 stand was an initial appearance for R-B.

As was the case of last season, the announcement came from the Manhasset Legion Memorial Fund, under whose auspices the circus was engaged on a five-year option. Paul Eagles, R-B's new promotion director, handled the deal for the circus.

Concurrent with the announcement of the Westbury stand came the news that Theo Forstall, of Ringling-Barnum, had closed a deal similar to the one made here with the Lions Club of San Diego, Calif. The West Coast stand will be a two-day, four-performance affair, with dates not yet fixed. The San Diego stand will also be on an outright-sale basis.

Westbury project was initiated by American Legion Post 304, Manhasset, Long Island. This year's contingent of Legion posts will include not only those of Nassau County, as in 1950, but those of adjoining Suffolk County.

(Continued on page 54)

SOUNDS LIKE A LOT OF BULL

WUPPERTAL, Germany, March 24.—Circus manager Franz Althoff was fined the equivalent of $32 in American currency by the courts here after his show's press agent deemed it a shrewd move to take a baby elephant across the Wupper River on a swinging elevated car normally intended for homo sapiens.

Seems the beast got excited and jumped out of the car, taking doors and windows with him in the process. Next came the court action but Althoff was reportedly satisfied with the notice given the event.

Kansas City Stadium Set for May Opening

Inks Sweeney-White Auto Races, Barnes Revue, Joie Chitwood

KANSAS CITY, Mo., March 24.—Riverside Stadium, new sports center now nearing completion in near-by North Kansas City, will inaugurate an outdoor amusement program in early May that will include three types of auto racing, a major fair grandstand revue, auto thrill shows, harness and motorcycle races, as well as boxing, wrestling and football games, Sam Jarrett, managing director, announced.

The new stadium, built by local businessmen at a reported cost of $500,000, will seat 13,000 in its steel and wood grandstand for the opening. Stand is designed to eventually hold 18,000. Spot is located at the junction of U. S. Highways 45 and 71 and is easily accessible by bus from Kansas City. Jimmy Nixon, former promotion manager for the K. C. Auditorium, is handling publicity.

Big Car Races

Big car auto races will open the new stadium early in May when National Speedways, Inc. (Al Sweeney-Gaylord White), put on the first program under IMCA sanction. The Sweeney-White org will also stage stock and hot-rod meets on the half-mile semi-banked oval later in the year.

Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, will move into the spot in mid-August with a major fair revue for a week's stand and the Joie Chitwood Auto Daredevils have been signed for two thrill show performances May 29-30. In addition to the other attractions not yet signed, stadium officials are mulling a rodeo.

New clubhouse, including a lounge, bar and restaurant, was opened this week. Concessions will all be handled by the stadium management.

Camden Annual Sets Ag Theme; Buck on Midway

CAMDEN, N. J., March 24. — South Jersey State Fair and Exposition will depict and dramatize achievements in agriculture, horticulture, poultry, cattle, science and industry, Samuel Burgdorf, director general, said this week as plans for the 10-day event neared completion. Fair runs from May 24 thru June 2.

Burgdorf said that Harry Blitman has been signed to handle publicity. He replaces Walter D. Nealand. Harry C. Grafton, director of exhibits, reported that 90 per cent of the exhibit space has been sold. Six huge tents are to be used for this section of the exhibition.

Entries are pouring in for the poultry, pigeon and cattle department, Burgdorf said. Churches, civic, fraternal and veteran's groups have reserved space for educational exhibits in the department set aside for them. An estimated 2,000,000 award tickets are being distributed by participating merchants of Philadelphia and South Jersey and the various exhibitors are not only planning elaborate displays but various publicity campaigns individually, with contests and giveaways.

General offices are located in the Broadway-Stevens Building here, and the administration building on the fairgrounds will open about April 15. O. C. Buck Shows and numerous other attractions will be on the midway. Burgdorf said that negotiations are pending with New Products Institute of America, thru Joseph A. Schulte, to exhibit its wares, including the Flying Saucer, Talking Automobile and Portable Garage.

See Big Market For Merchandise At Detroit Cele

DETROIT, March 24.—Specialty tie-in merchandise will play a big role in this city's 250th Birthday Festival this year with an estimated dozen firms now in production on souvenir items. Official insignia has been copyrighted and its use is controlled thru a merchandise committee headed by Berrien Eaton and Carl Beier.

Already okayed are cup-and-saucer sets, key chains, pillow tops, ash and serving trays, coasters, waste baskets, plate hangers, flags and decals. Other familiar merchandise is expected to be added.

Preference in manufacturing franchise is being given Michigan manufacturers but is not restricted to these firms. Clearing house for merchandise is thru Benjamin Gray's Toy Founders, Inc., 112 East Atwater Street, which is serving as manufacturers' representative.

Douglas, Ariz., Rodeo Inks Beloat & Lambert

DOUGLAS, Ariz., March 24. — Douglas Rodeo Association has signed with Beloat & Lambert, Prescott, Ariz., rodeo producers, to furnish this year's show here.

Dates are April 7-8.

Edmonton Fair Sets 25G Rodeo

EDMONTON, Alta., March 24.—Edmonton Exhibition Association has signed Herman Linder, of Cardston, Alta., to present a rodeo, June 19-23, at a cost of $25,000, including prize money.

Prizes will be $1,000 to $1,500 daily. Shows will be presented nightly at the fairgrounds and there will be one matinee.

White Horse Troupe Preps Two '51 Units

NAPER, Neb., March 24.—Two units of the White Horse Troupe are being readied here at the White Horse Ranch for the '51 season, Ruth Thompson, who with Cal Thompson operates the ranch, announced. One unit will go out with Jimmie Van Cise's auto thrill show. The other will be booked into fair and celebration dates.

In addition to the Thompsons, Carolyn Russell and Marilyn Docter are on hand here, breaking horses and planning costumes. Jimmy Murphy was recently signed as an instructor and George Tomlinson as groom and caretaker for the thrill show unit.

The troupe also is training 10 white colts to be given away by General Mills as radio program prizes.

Girls signed for the thrill show horse unit include Joan Akers, Virginia May Furber, Lucy Lemon, Rita Mion, Rita Murphy, Mitzi Quinn, Dorothy Robinson and Peggy Stockert.

Tracy, Calif., Cele Changed To August 3-5

TRACY, Calif., March 24. — Originally set for July 13-15, dates for the Tracy Pumping Plant and Central Valley Project Dedication Celebration have been changed to August 3-5. Switch was brought about at the request of the U. S. Bureau of Reclamation because of the recent San Joaquin valley floods.

The event, staged under direction of Art Craner with George H. Jarrett as co-ordinator representing the USBR, will, because of the later dates, have in attendance high government officials. President Truman has indicated that he may attend the dedication of the $5000,000,000 project.

MONEY WINNER

Brisk Sale Marks NSA Barn Dance

NEW YORK, March 24.—Entertainment committee of the National Showmen's Association staged its annual Barn Dance in the clubrooms last Saturday (17) night. Heavy advance sale of ducats assured the affair of financial success but the attendance was on the slim side. Saint Patrick's Day celebrations and the fact that many NSA members are still in Florida or Hot Springs cut the turnout.

Club rooms were gaily decorated by entertainment chairman Dave Brown and his assistants. Joe Basile traveled all the way from Wichita, Kan., where his band has been playing with the Hamid-Morton Circus, to lead his dance combo at the barn dance.

Shrimpy Rappaport and his staff, assisted by Ike Weinberg, handled the food and refreshment chores. Chaplain Fred Murray, with a trick moustache and full judicial regalia, held office as judge, assisted by Danny Thaler and a busy staff of sheriffs.

The Ladies Auxiliary was meagerly represented, among the few members assisting being Betty Schatt, Ruth Herman, Sylvia Stern and Ann Brown.

Assistant Treasurer John S. Weisman awarded the prizes for the evening. Among the lucky winners were Mrs. Irving Pearlstone, Sylvia Stern, Ruth Herman and Sydel Verdi.

Trefflich Gets 4 Baby Bulls

NEW YORK, March 24. — Four female baby elephants consigned to Henry Trefflich, local animal importer arrived by airplane here Monday (19) and were lodged at Prospect Park Zoo pending eventual sale to other zoos.

Beasts ranged in age from one and a half to three years and from three to five feet in height.

George W. Glew Dies in Canada

WOODSTOCK, N. B., March 24.—George W. Glew, 74, former circus man and pitchman and close associate of the original Robbins family, died here recently.

He was an expert penman and engraver and had pitch stands at Atlantic City and Coney Island, N. Y., for a number of years. Glew went out with the Frank A. Robbins Circus in 1905 and was reputedly the first person to have an engraver's stand on a one-day stand show. The same season he began doing a leap-the-gap act on a bike as a free attraction with the Robbins show.

In the winter of 1905 he went to Nassau, Bahamas, with the Orton Family and returned to the Robbins show in 1906. He had a jewelry stand at the San Francisco World's Fair in 1915. In later years he had stands on Sells-Floto Circus, at the Canadian National Exhibition, the Calgary Stampede and with the C. A. Wortham Shows. He retired permanently here in 1933.

Funeral services were held at St. Luke's Anglican Church here.

FAIRS HIKE GATE, GRANDSTAND TIX

Hutchinson, Kan., Boosts Gate 15 Cents; Sacramento Up-Scales Horse Race Ducats

HUTCHINSON, Kan., March 24. The Kansas State Fair here will increase admission charges at both its front gate and grandstand this year, Virgil C. Miller, secretary, announced.

Front gate will be hiked to 65 cents from last year's 50 cents. Grandstand, which in '50 was scaled at $1.20 to $2, will cost $1.25 to $2.50, Miller said.

Sacramento Hikes

SACRAMENTO, Calif., March 24.—Grandstand admissions for horse racing at the California State Fair here will undergo a general increase this year. Rates for the meet will go to $1, $1.50 and $2.40 instead of the hitherto 60 cents, $1.20 and $1.80 for general admission, reserved seats and boxes. All other rates will be unchanged.

Cedar Rapids Ups Scale

CEDAR RAPIDS, Ia., March 24.—All-Iowa Fair here has rescaled its grandstand admission prices this year, according to Andy Hanson, secretary-manager. New rates will be 25 cents, 50 cents, $1, $1.25 and $1.50, the $1.25 bracket being a new addition. Gate remains unchanged.

Tillsonburg Tilts

TILLSONBURG, Ont., March 24.—Boosts at both the front gate and grandstand will be put into effect at the Tillsonburg & District Fair here this year, Jack M. Climie, secretary, infos. Gate tab will be upped from 35 to 50 cents, while this year's 50-cent grandstand charge is double that of last year.

Lewiston, Me., Up

LEWISTON, Me., March 24. — Maine State Fair patrons will dig for twice the amount they did last year as the result of increased front gate admissions. J. J. Bourisk, secretary of the fair here, has announced the new gate charge will be 50 cents as against a two-bit tab in '50.

Great Falls Moves Up

GREAT FALLS, Mont., March 24. — North Montana State Fair here will move its grandstand rates into the higher brackets this year, Leo C. Dailey, secretary, announced. Last year's prices of $1, $1.50 and $2 will be pushed aside to make way for a $2 and $2.50 scale. Front gate tickets will continue at 30 and 60 cents.

PRICE HIKES CONTINUE

Beastly Future Seen For Animal Dealers

NEW YORK, March 24.—Three months after a gloomy recital of a general 25 per cent price jump on animals since the Korean war began, Henry Trefflich, local beast importer supplying show business operations, claimed this week that dealers in this country "would have to turn to cotton picking" unless the situation grew better.

Of prices quoted on elephants, tigers, leopards, gorillas, orangutans, monkeys, zebras, giaffes and anteaters, Trefflich noted that the cost of elephants ranging in size up to six feet had gone from $3,500 to $4,000. Three months ago he quoted a $25-$50 range on monkeys. This week he said the lower price was out as of March 1 because of foreign regulations on seasonal trapping.

According to Trefflich, the thing that makes United States' beast dealers green with envy is the fact that European merchants are enjoying a tremendous boom in animal sales and prices along with the advantage of a closed market. Because of restrictions in European nations on removing cash made thru transactions there, American operators have been leery of buying and selling abroad, Trefflich said.

Another factor in the picture, according to Trefflich, are publicity-hungry zoo officials who would rather make a trip abroad and personally supervise the bringing back of beasts rather than do business thru a dealer. Trefflich claimed that they might get the glory, but they ended up by paying more in the end.

He said his Asiatic and Far East animal supply sources were as much up in the air as ever, with war and near-war conditions in those areas making it impossible to rely on a steady flow of animals. At present, Trefflich has four female baby bulls on hand here which may go to zoos or possibly to Ringling-Barnum if the circus can be interested.

Tucson Rodeo Off 4G

TUCSON, Ariz., March 24. — Because of inclement weather, receipts from the annual Tucson Rodeo, which ended its run March 1, was off an estimated $4,000 from 1950.

Officials estimate net profits will also be down around $7,000.

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CLOSE-UPS: D. D. WITCOVER

South Carolina President Boasts 28 Winning Terms

This is another of a series of articles on little-known facts about people prominent in outdoor show business.

By JIM McHUGH

JUST regard a fair as a business and operate it in line with accepted and proven commercial practices and you'll have a successful operation. That's all there is to it except, of course, you have to know your public and you have to put on a good show. D. D. (Uncle Dave) Witcover, president of the South Carolina State Fair, says that the operating formula is as simple as that. He ought to know since the annual has never registered a losing year in the 28 terms he has served as president. That would be a notable achievement in any field. In the fair business it can appropriately be termed phenomenal, especially in view of the fact that Uncle Dave's carrer has had to contend with the nation's biggest depression, along with the usual percentage of abominable weather breaks which no outdoor show business enterprise seems to escape for long.

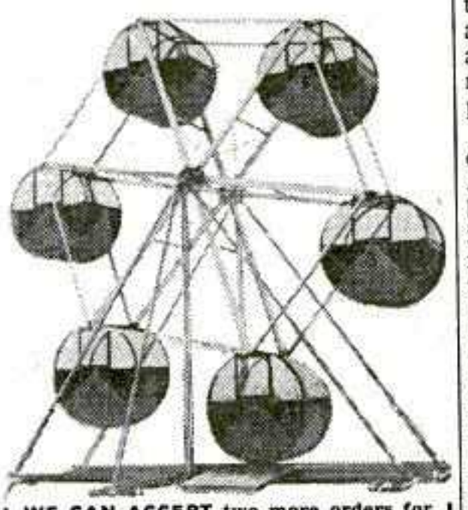
Altho extremely lucid on discussing any given phase of operation, Uncle Dave dismisses the handling of details that must figure in actual operation as largely unforeseeable and says that they have to be met as they crop up—mostly by the dozens on the first day of the fair. Actually, on the first day of the fair Uncle Dave and Paul V. Moore, general manager, take up positions on chairs in front of the office and remain there thruout the week. Acquaintances say that the cronies have been directing activities thus thruout the 28-year tenure of the prexy.

Last February 16 Uncle Dave celebrated his 78th birthday. He was born in Timmonsville, S. C. His middle initial was added for distinction and as a protection from being harnessed with the debts of any other persons bearing a similar name. Dave has a keen sense of humor and it is seldom that the conversational tone becomes serious enough for him to eliminate his witty topical observations.

D. D. WITCOVER

As a boy of 12, Dave got into the men's clothing and furnishings business. For 60 years he has lived and operated a clothing establishment in Darlington, S. C., a town 80 miles from Columbia, where the fair is held. He had no experience in the fair business and was not present when he was first elected association president. The

(Continued on page 53)



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Out in the Open

New York area parks were in the news this month, with Palisades (N. J.) Park, co-owned by **Irving and Jack Rosenthal,** securing a pic and caption as part of an article on Northern New Jersey in the latest Holiday magazine and Rockaways' (N. Y.) Playland, operated by **A. Joseph Geist,** getting a photo and mention in Quick mag for March 26. In the latter case, local college students visited the spot to test the reactions of children to rides as part of a psychology experiment.

Dick Geist, right hand man to pater **A. Joseph Geist** in the operation of Rockaways' (N. Y.) Playland, was recently notified that he has been appointed to the membership committee of the National Association of Amusement Parks, Pools and Beaches.

Cal Rasor, manager of Sarasota (Fla.) County Fair and associated with the Boyle Woolfolk Agency, spent March 19 and 20 in Chicago, coming in from his Tuscola, Ill., home. . . . **George Bowers,** who represents **Frank Wirth** in St. Louis, spent Tuesday (20) in Chicago. . . . **Boyle Woolfolk,** head of the Chicago booking office bearing his name, returned to his office Wednesday (21) after being confined to his home for several days with flu.

Frank Winkley, auto race promoter, and **Aut Swenson,** owner-operator of the thrill show bearing his name, were the only showmen represented at the recent short course on fair management conducted jointly by the Minnesota Federation of County Fairs and the University of Minnesota at Minneapolis. Swenson reported that his thrill show has been booked into eight of the nine fairs in the Midwest fair circuit that will have thrill shows this year. To avoid possible misunderstanding, he emphasized that in some of the eight fairs some other thrill shows will also perform. . . . **Jack Kaplan,** advance rep for the Swensen Thrillcade, returned recently to Chicago from Florida. En route, he made a side trip to Detroit.

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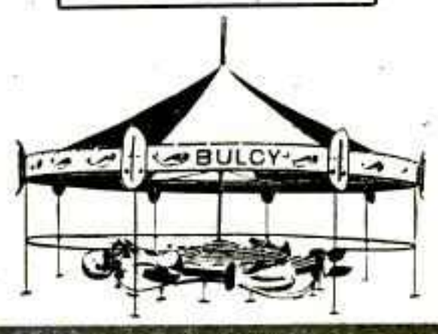

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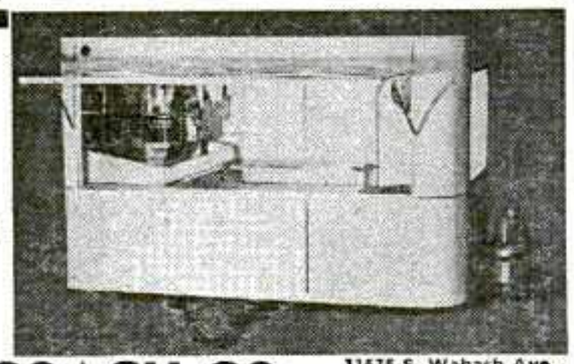

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Ala Ming, wire act; her husband, **R. T. Fritz,** and their son, **Lonnie,** narrowly escaped serious injury when their car and trailer hit an icy road in Eastern Ohio, jacknifed and skidded toward a ravine. Before **Fritz** was able to control the car **Ala** and **Lonnie** leaped out, the former wrenching her knee. Act was en route from Chicago to New York to appear on Ed Sullivan's "Toast of the Town" television show, Sunday (18).

Rolando, solo hand balancing, left Chicago following his appearance on ABC's "Super Circus" TV show Sunday (18) for a week's engagement at a Lexington, Ky., theater, after which he will play Johnstown, Pa., and Hartford, Conn., circus dates for Frank Wirth. . . . **Siegrist Troupe,** flyers, have been booked for the Riverdale, Ill., celebration, June 4-10, thru Ernie Young.

The Melinos, acro, will play the St. Joseph (Mo.) Food Show, April 2-4, for the Tom Drake Agency, Kansas City, Mo. . . . **Jaqueline Teeter,** now working on a solo swaypole, has her mother with her at the Teeter winter home in Stuart, Fla.

Benny Fox, of **Betty and Benny Fox,** high pedestal dance, has been spending a couple of weeks visiting relatives in Chicago. Betty is remaining at the act's Rochester, Ind., winter home working on new costumes. Benny infos that he is having a new 117-foot rigging built which he can put up in five minutes and tear down in the same time. Fox also is adding two spotlights this year. The high act will be featured in Camel cigarette advertising starting May 16.

Bill Buschbom, of the Liberty horse act, was a recent Chicago visitor. . . . **The Skylarks,** high performers, will join the Peck Amusement Company at its second stand in Canton, Miss., as a free attraction. . . . **Al Ackermann,** manager of the **Six Tip Tops,** acro, will join clown alley on Cole Bros.' Circus for its Chicago Stadium stand, prior to taking his troupe on its outdoor dates.

The Gretona Family, high wire, recently returned to their Rochester, Ind., home after playing the Variety Circus in the Orange Bowl, Miami. While at the winter Shrine Circus at New Orleans, 5-year-old **Gloria Gretona** was made mascot of the Jerusalem Temple, 11-year-old **Shirley** was crowned queen of the circus and both youngsters were given flowers, candy, jewelry and scrolls. **Shirley, Ricci** and **Otto** also were presented with keys to the city. **Mrs. Gretona** is almost completely recovered from her New Orleans operation. Act is skedded to play the Johnstown, Pa., and Hartford, Conn., circuses for Frank Wirth.

Acts set by Ernie Young for the Evanston July 4 celebration to be held in Dyche Stadium include the **Cepler Family,** high wire; **Bob Garry,** high pole; **Farias Duo,** hand balancing; **Five Titans,** teeterboard, and **Frisco's** seals. . . . **The Three Reddingtons,** trampoline, and **Martell and Mignon,** adagio, are set for the second stanza of the "Hollywood Junior Circus," to be telecast Sunday (25) from Chicago by NBC.

Eddie Geyer, high pole, recently learned the worth of a booking office when he was signed as free attraction for the grand opening of Lee's Bakery in Corpus Christi, Tex., April 23-25. Altho Geyer is wintering at Aransas Pass, Tex., a half-hour drive from Corpus Christi, negotiations were made thru the Ernie Young Agency, Chicago, over 1,200 miles away.

Ludwig (The Great) Berosini, high act, will make his television debut April 8 on ABC's Super Circus program in Chicago. On the bill will be the **Sandys,** casting-trampoline, and **Mia and Matti,** acro-balancing. **Guti's Gorilla Parody,** which closed with Orrin Davenport's circus at Rochester, N. Y., will be on the video show Sunday (1) and will rejoin the Davenport org the following day at Columbus, O. Others on the April 1 stanza will include the **Montana Kid** with his educated horse and **Jane Campbell,** songs, along with **Beebe's Hollywood Bears. Vic Brown,** Chicago, books the show.

Millette and Penny, high act, open May 14 for two weeks at Palisades (N. J.) Park, booked by the **George A. Hamid** office. . . . **Capt. and Mrs. Albert Spiller** and their seals are en route to the U. S. from Rio de Janeiro, Brazil, via Coney Island, Caracas, Venezuela, where they have been booked to open the season.

Mrs. Hilda (Meyer) Oranto, of the Oranto Trio, perch, and the **Kurt Trio,** unsupported ladders, planes to Hamburg, Germany, late in May to visit her mother whom she has not seen for many years. Mrs. Oranto returns to the U. S. late in June to start her fair dates for Barnes-Carruthers Theatrical Enterprises. . . . **Arendos,** acro, and the **Rudenkos,** juggling, were in the floorshow at the Music Operators of America annual banquet Tuesday (20) in Chicago. **Igor** and **George Rudenko** recently started a 20-week tour with **Tommy Dorsey's** orchestra.

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120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample ..... 20¢
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Sign Cards, Illustrated, Pack of 36..... 15¢
Graph Charts, 9x17. Sample 5¢. Per M.. $7.50
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Eastern States Ups Rodeo Show Budget

WEST SPRINGFIELD, Mass., March 24.—An augmented version of Col. Jim Eskew's JE Ranch Rodeo will be one of the prime features lined up by George A. Hamid & Son of New York for the 1951 edition of the Eastern States Exposition (ESE) here.

Budget for the rodeo, which will be presented at the Coliseum on the fairgrounds, was increased considerably from last year to enable Eskew to bring in more and better contestants and a good deal more stock. The rodeo will open Monday, September 17, and play thru Saturday night, September 22, with the presentation expected to be one of the biggest of its kind to play an eastern annual.

The strong grandstand card will include Lynn and Linda, aerialists; Amandis - Ricardis, springboard acros; Irah B. Watkins and his chimps; Billy Ward Flyers; Dr. Cooper, Liberty horses; Mia and Matti, contortionists; Oldfield and Ware, knockabout pantomime comics and the Brockways, comedy bike feature. ESE management is mulling the Sunday, September 16 showing in the Coliseum of Dr. Edwin Franco Goldman's concert band, a group that has gained considerable note in the New York area by virture of summer, open-air concerts presented at Central Park.

Hamid will be on hand for the opening day of the annual, Sunday, which will also be the occasion of Governor's Day at ESE.

Sacramento Nixes Govt. Use of Bldg.

SACRAMENTO, March 24. — A request from the federal government to use the Arts Building on the State fairgrounds as an aircraft warning filter center was rejected by the event's board of directors.

The action was taken at the recommendation of E. P. (Ned) Green, secretary-manager, who pointed out that granting of the request would kill the art exhibit at the fair.

Dr. James E. McConnell, Sonora board member, urged the vote against the move to put the directors on record against all demands by the federal government to use the fair structures. He said that this was the first of a series of moves to take over buildings. He contended that if and when the government really needed them, it had ways of obtaining permission.

The filter center was to have been manned by volunteer civil defense workers who would plot airplane locations reported by spotters thruout the area.

Ringling Mail Advance Big

NEW YORK, March 24.—Advance ticket sales for Ringling-Barnum's opening here April 4 were described this week as light at the box office of Madison Square Garden but holding their own in the mail-order department. Sale opened March 5.

As in the past, the circus will work for a $6 top, with the scale ranging down to $1.50.

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Austin, Tex., 29-April 7.
American Eagle: Philadelphia, Miss.
American Midway: Kingsville, Tex.
Avery's Modern: Clawson, Mich., April 1-7.
Barney Tassel Unit Shows: Waycross, Ga., this week; Hinesville, Ga., week April 2.
Big State: Wharton, Tex.
Burkhart: Sheridan, Ark.
Capital City: Bainbridge, Ga.
DeBlaker's Am.: Green Cove Springs, Fla.; Fernandina April 2-7.
Dixie Expo.: Oakboro, N. C., 31-April 7.
Downriver Am. Co.: River Rouge, Mich., April 5-14.
Dudley, D. S.: Jacksboro, Tex., April 2-7; Mineral Wells 9-14.
Dumont: Statesville, N. C.
Dyer's Greater: Vicksburg, Miss., 29-April 7.
Endy Bros.: Savannah, Ga.
Francis, John: (4300 N. Broadway) St. Louis, Mo.
Franklin, Don: Velasco, Tex.
Gem City: Mobile, Ala.; Selma April 2-7.
Gentsch, J. A.: Pascagoula, Miss.
Georgia Am. Co.: Griffin, Ga., 31-April 7.
Gladstone Expo.: Mayfield, Ky., April 2-7.
Gold Medal: Marietta, Ga.
Grand American: Popular Bluff, Mo., 30-April 7.
Groves Greater: Lake Charles, La.; Lafayette April 2-7.
Harrison Greater: Aiken, S. C., 30-April 7.
Heart of Texas: Odessa, Tex.
Heller's Acme: Fairview, N. J., April 5-14.
Hill's Greater: Del Rio, Tex.
Hottle, Buff: Bogalusa, La.
Interstate: Rome, Ga.
Leeright, J. R.: Holdenville, Okla., 30-April 7.
Lone Star: Macon, Ga.
Manning, Ross: Blackstone, Va.
Midway of Mirth: Murphysboro, Ill.
Mighty Hammontree: Cartersville, Ga., 31-April 7.
Mighty Hoosier State: Jeffeersonville, Ind., April 3-14.
Mighty Page: Goldsboro, N. C.
Migrothy, Curly: Lake, Miss.
Mound City: St. Louis, Mo.
Model: Lawton, Okla.
Moore's Southwestern: Pleasanton, Tex.
Palmetto Expo.: Harlem, Ga.
Prell's Broadway: Fayetteville, N. C., 29-April 7.
Redwood Empire: Livermore, Calif., April 1-7.
Robertson & Caler: Cochran, Ga.
Royal Crown: Albany, Ga., 31-April 7.
Royal Duke: Rockingham, N. C.; High Point, April 2-7.
San Valley: Mansura, La.
Scott Am. Co.: South River, N. J., April 2-7.
Siebrand Bros.: Tucson, Ariz.
Southern Valley: Farmerville, La.; Bastrop April 2-7.
Sparks, J. A.: Prattville, Ala.
Starlight: Madisonville, Tex.
Stephens, C. A.: Lake City, Fla.; Fitzgerald, Ga., April 2-7.
Tassell, Barney: Waycross, Ga.
Tennessee Valley Am.: Guthrie, Ky., 31-April 7.
Tinsley, Johnny T.: Rome, Ga., 31-April 7.
Tivoi Expo.: Camden, Ark.
20th Century: Ft. Smith, Ark., 30-April 7.
United Expo.: Beaumont, Tex.
Victory Expo.: Pecos, Tex.
Vivona Bros.: New Bern, N. C., April 2-7.
Vogt's Southern Shows: Lockhart, Tex., 29-April 7; Poteet 10-14.
Wallace & Murray: Augusta, Ga., 29-April 7.
Wilson Greater: Central, N. M.; Alamogordo April 2-7.
Wolfe Am.: Gaffney, S. C.; Woodruff April 2-7.

Misc. Routes

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Ice Capades of 1951 (Denver University) Denver, Colo., 30-April 3; Omaha, Neb., 5-11.

Ice Follies of 1951 (Arena) Milwaukee, Wis., 28-April 3; (Arena) Minneapolis, Minn., 5-22.
Miller's, Irvin C., Brown-Skin Models (Lenox) Augusta, Ga., 28; (Liberty) Greenville, S. C., 29; (Lincoln) Winston-Salem, N. C., 30; (Regal) Durham 31; (Palace) Greensboro April 2-3.

Lodi, Calif., Budgets 64G For Wine Fete

LODI, Calif., March 24.—Budget for the 1951 Lodi Grape Festival and National Wine Show here has been set at $64,691, Clarence Jackson, secretary-manager, disclosed. Of this amount, $43,016 will be supplied by the State and $21,675 by the San Joaquin County Board of Supervisors.

The supervisors have already approved the county's portion of the budget. The State's portion has been requested from the Department of Finance.

While the year's budget is lower than that of 1950, Jackson said there would be no curtailment of activities. Last year's money was used for the construction of buildings.

Saskatchewan Law Aimed at Showbiz

REGINA, Sask., March 24.—An act passed by the Saskatchewan Legislature authorizes the government to seize property owned by traveling shows if the provincial license fee is not paid.

Shows must file with the government a schedule of admission charges and a similar schedule must be posted at the show's main entrance. Power is given the labor minister to revoke a show's license if it violates the law, is objectionable or has games of chance.

Circus Routes

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Beatty, Clyde: Big Spring, Tex., 27; Midland, 28; Odessa, 29; Pecos, 30; El Paso, 31-April 1; Tucson, Ariz., 2; Phoenix 3; Los Angeles, Calif., 5-15.
Capell Bros.: McAlester, Okla., 29-30.
Cole & Walters: Madill, Okla., 26; Marietta 27; Healdton 28; Comanche 29; Waurika 30; Ryan 31; Temple April 1; Walters 2; Frederick 3; Tipton 4; Snyder 5.
Davenport, Orrin: Dayton, O., 26-31; Columbus April 2-7.
Hagan-Wallace: De Land, Fla., 31; Palatka April 2; Green Cove Springs 3; Stark 4; Live Oak 5; Monticello 6; Quincy 7.
Hamid-Morton: Buffalo, N. Y., 26-31; Harrisburg, Pa., April 2-7.
Horne Bros.: Bernalillo, N. M., 26; Santa Fe 27-28.
King Bros.: Macon, Ga., April 7.
Polack Bros. (Eastern): Kalamazoo, Mich., 27-29; Clarksburg, W. Va., April 4-7.
Polack Bros. (Western): (Murat Temple) Indianapolis, Ind., 30-April 8.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 4-May 6.
Robers Bros.: St. Petersburg, Fla., 26-28; Lakeland 29; Winter Haven 30; Haines City 31.
Wallace & Clark: Elsinore, Calif., 30.

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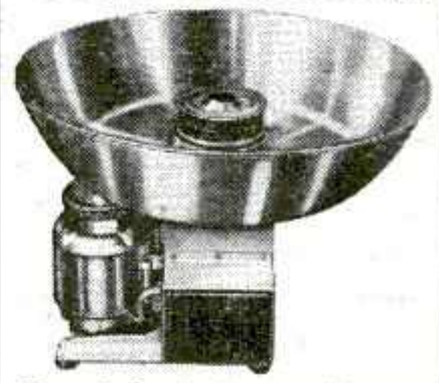
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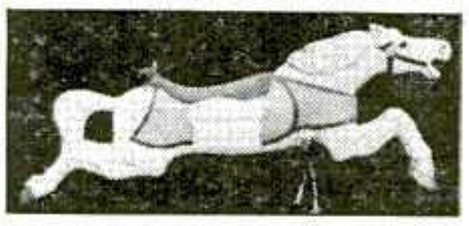
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BILL BOYD WILL APPEAR AT HOPPYLAND OPENING

3-Day Program To Launch Spot; Improvement Program Continues

VENICE, Calif., March 24.—Hoppyland, formerly Venice Lake Park, with which William (Hopalong Cassidy) Boyd recently became associated, officially will kick off its 1951 season May 18 with a big three-day celebration. Hopalong Cassidy will appear in person.

Clifford Enger, who serves as general manager, said that the park actually will begin its operation a week ahead of that time. However, the appearance of the gun-toting juveniles' favorite will be the publicized tee-off. Publicity is being handled thru the department also handling the press for William Boyd Enterprises and Hopalong Cassidy.

Since Boyd's entrance into the picture, an expanded program of improvements has been under way, Enger said. Approximately 400 trees have been planted around the 80-acre park. The 20-acre lake has been improved with gravel and sand to make a beach 150 feet wide. A junior league baseball diamond has been completed.

Staff Incomplete

Enger said that the staff will include George Elliott as engineer and Clyde Hilliard concession manager. Additional personnel is expected to be added during coming weeks with the important post of picnic booker being filled.

Enger declared that a new picnic area will be one of the park's features. The park is centrally spotted for the Los Angeles area. Facilities will include kitchen and gas barbecue pits for use by visitors. Because of the area alloted to this department, Enger anticipates the holding of State picnics, which are big things in this section.

During the interim between Boyd's association with the park and the opening, the equipment set-up has been claiming much of Enger's attention. Altho there are still some to be added, at the opening there will be 23 rides, including 14 majors and 24 concessions.

Boyd Takes Interest

Enger, who moved into the Hoppyland set-up from the Venice Lake Park operation and who was instrumental in unraveling some of the legal tangles, has been serving in a managerial capacity. However, when the zone starts operating, he will assume the post of general manager.

Boyd has taken personal interest in the improvements being made and has visited the area at regular intervals.

Enger predicts that the park will be an outstanding recreational area. He bases his predictions on a 163-page report made for the City of Los Angeles by Madigan-Hyland Consulting Engineers of New York. According to the report, the park is located exactly in the recommended spot for such an area. The survey also emphasizes that yearly attendance at amusement parks in cities of medium size is about equivalent to one visit for each resident in the area. On the basis of this, Hoppyland can anticipate about 2,000,000 people in 1951.

Coney Ops Corral Big Week-End Play

NEW YORK, March 24.—Sunny and moderately warm weather gave Coney Island a good turnout and brisk business last Sunday (18). Traffic on Surf Avenue was congested and parking space hard to find. Boardwalk and Surf Avenue drew the biggest crowds, but the pier in front of Tilyou's Steeplechase Park and the long stretch of beach also attracted a fair share of fresh-air fans.

A larger number of major rides were operating than on any previous Sunday this year, including the giant Wonder Wheel, Roller Coasters, Whips and Skooters. Several ride groups, such as Kyrime's, on the Bowery, and Ward's, on the Boardwalk, were in operation for the first time this season.

Tilyou's Steeplechase Park, which starts its regular season in May, had kiddie rides and some concessions in operation.

Feltman's big establishment was running full blast last Sunday (18), with its rides, Arcade and refreshment stands doing excellent business.

On Surf Avenue most of the rides were operating, as were the Arcades and game stands. Also open on the main stem were the Eden Wax Museum, the spacious Pleasureland and several groups of kid rides. Harry Nelson's High Strikers and games on the Bowery, and Harry Rosen's stands, on Surf Avenue, also were operating.

Many stands and stores, as well as some ride locations, are for rent along the Bowery and on Stillwell Avenue. Three of the bigger spots on the market are the former Sheldon Baths, a block-long structure fronting on West 21st Street, and the Tirzah (Duval) Girl Show house, fronting on Surf Avenue.

City park department crews are replanking the Boardwalk from Stillwell Avenue to West 30th Street. Work is skedded to be completed in May.

Steel Pier Easter Show Has Top Acts

ATLANTIC CITY, March 24.—Following tradition, George A. Hamid will light up his Steel Pier here over the Easter week-end with a bill topped by Ralph Flanagan's orchestra for Sunday (25). Alex Bartha's band starting today provides continuous dance music.

Steel Pier week-end bill also will offer a stage show featuring Eileen Barton, Jay Lawrence, the Four Bartons, the Two Madcaps and the Edwards Brothers. The screen feature will be *Double-Cross Bones*. Many of the pier's exhibits, including Ripley's Believe It or Not Odditorium will be ready for the holiday.

Steel Pier also will provide the setting for the Easter sunrise service which annually attracts about 5,000 persons to Ocean Stadium at the end of the pier. Encouraged by a Palm Sunday (18) turnout of 100,000 persons on the Boardwalk, about 500,000 are expected here for this week-end. A huge rabbit will preside over the fashion parade from the center of a garden plot in front of Convention Hall and the figure will rotate on a turntable. Women wearing the 10 best hats will receive a gold bracelet, a small diamond and other prizes. There will also be prizes for the 10 best-dressed men on the Boardwalk.

Awards will be made in Haddon Hall, with the panel of judges headed by Mary Kelley of the Millinery Fashion Bureau, and O. E. Schoeffler, fashion editor of *Esquire* magazine.

Sunbury Work Costs $15,000; Openings Set

SUNBURY, Pa., March 24.—R. M. Spangler's Rolling Green Park will start Sunday operation April 15, switch to week-end business in mid-May and go to daily operation May 26.

Spangler reported that $15,000 worth of work is under way to repair storm damage sustained last fall. In addition, several alleys are being added to the enlarged Skee-Ball building, the bingo set-up has been doubled and the Roller Coaster is being painted.

A plastic floor has been installed in the roller rink, and Spangler has leased the rink to James Sgro.

Band concerts and free acts will be regular Saturday, Sunday and holiday fare at Rolling Green, he reported.

The Spanglers this week planed to Omaha to spend Easter with their daughter and son-in-law. They also planned to visit park operators in the Omaha area.

Cottage Grove Opens May 30

PASADENA, Md., March 24.—Cottage Grove Beach here on Chesapeake Bay will open formally Wednesday, May 30, following previews the preceding two week-ends.

Additions and alterations to park buildings are being carried on within limits imposed by the National Production Authority. A new arcade building is nearing completion and another building is being remodeled to accommodate three new games, two of which already have been leased. Plans call for a total of eight kiddie rides and a pony track.

During its first season last year the park had notable success with its Marine Dining Room. It will again cater to organization banquets.

Personnel included Norman E. Clarke, president; Reese H. Jones, public relations director; A. T. Miller, advertising manager; H. W. Walters, Kiddieland operator, and George Alexander, refreshment concessions.

Gas Company Settles Suit With Carroll

AGAWAM, Mass., March 24.—Suit brought by the Northeastern Gas Transmission Company against Stuart Amusement Company, Inc., which is Edward J. Carroll's corporation owing Riverside Park real estate, was settled out of court here Thursday (22).

The action originally involved the sale of property to the gas firm for locating natural gas pipelines at the south end of the park site. The dispute arose when Carroll claimed that the company appropriated more land than had been called for in the original agreement. The area in question is far removed from the midway of the spot.

Under original agreement, Carroll was to be paid $4,000 for pipeline rights. The gas company has started new negotiations for the additional land it requires to complete a line thru Carroll's property.

Ocean Beach Nixes Night Gate Charges

Nights Featuring Pyro Excluded; Up Parking Fee

NEW LONDON, Conn., March 24.—Directors of city-owned-and-operated Ocean Beach Park here have voted approval of dropping night admission charges at the beach, with the exception of evenings when fireworks are displayed.

In approving the decision, the board voted to boost the cost of auto parking to 30 cents at all times when the beach is officially open, with the exception of Saturdays, Sundays and holidays when the charges will continue at 50 cents as in the past. The decision enables family groups to enjoy bathing facilities after 6 p.m., weekdays, without paying admissions.

Contract has been authorized for Joe Gloth to handle the beach novelty store at an annual charge of $1,400 for five years. Michael Lovetere was given the roller skating contract for Recreation Hall at $2,250 per season.

George Kirchner, Pyro Artist, Dead

CHICAGO, March 24.—George Kirchner, veteran artist and designer of set pieces for Thearle-Duffield Fireworks, Inc., this city, died here suddenly Thursday (22) as the result of a heart attack. Kirchner had been with the Chicago fireworks firm over 30 years and in addition to designing pyro displays, had fired countless shows.

He is survived by his window and a son, William.

Joyland Spots Delay Opening Until Easter

Promotion Plans For Co-Sponsors Get Top Interest

WICHITA, Kan., March 24.—Freezing weather forced postponement of the scheduled March 17-18 openings for Joyland Hillside and Joyland Central parks here. New plans call for launching the season Easter Sunday (25).

Opening-day promotion will be an Easter egg hunt, tied in with a Wichita newspaper. Event was a strong puller last season and is expected to do as well this time. Publicity gimmicks include a golden egg, the prize find of the day, and Gertie, a Joyland Hillside lake goose, which is supposed to produce it.

Promotion Campaign

R. G. Langenwalter, promotion director, said the season's promotion campaign is taking shape, with several of the larger ones co-sponsored.

Langenwalter, who visited Germany as a part of a 1950 promotion, said he has given his talk and movies of the trip to 71 organizations ranging from Sunday School classes to the Kiwanis Club, and that the film has been worn out.

Spokane Spot Seeks Bands, Sets Opening

SPOKANE, March 24.—Natatorium Park here has scheduled its opening for May 18, according to Louis Vogel, owner. The date may be moved up if warm weather sets in earlier than usual. The park's nine rides and five concessions will be open Sundays, starting tomorrow (25).

Vogel said he has been dickering for name bands to play one-night stands in the park's large pavilion but hasn't booked any so far. "It looks as if they are going to be hard to get this season," he said.

He and his son, Lloyd, have carried out an extensive remodeling and redecorating program in preparation for the opening. New paint has been put on everything from the Merry-Go-Round to picnic tables and benches.

Vogel, starting his 42d season at the park, is slowly recuperating from a serious illness. In January, 1950, doctors gave him four days to live. He spent eight months in California, including 11 weeks in a hospital, and returned here last fall.

Picnic Booking Up at Agawam

AGAWAM, Mass., March 24.—Bookings for clambakes, steak roasts and other outings at Riverside Park here have shown a marked increase this year, Edward J. Carroll reported this week. Spot's outing season gets under way in mid-May, he said.

Carroll, starting his 12th year at Riverside, said the Saturday (31) opening for week-ends will be followed by full-time operation starting May 1. When the school picnic season starts in June, the spot will add Wednesday and Saturday afternoons to its regular schedule of every night plus Sunday and holiday afternoons.

Two groves have been set aside for the clambakes and steak roasts, popular events in this section.

Special events at Riverside this season will include auto races, fireworks, thrill shows, drum corps competitions and free acts. The outdoor ballroom will be opened when weather permits.

About 200 persons will be on the pay roll at the outset. Another 150 will be added for the peak of the season.

Collins in New Post

MOBILE, Ala., March 24.—T. O. (Tommy) Collins, manager of Azalea Theater here, this week was appointed Mobile County License Inspector by State Revenue Commissioner Joe Edwards. Collins, who is well known to outdoor showmen making the Mobile territory, assumes his new post April 1. He replaces Thomas L. Holley, who has held the office the past four years.

Macleod, Alta., Rodeo Sets Indian Event

MACLEOD, Alta., March 24.—An all-Indian bronk riding event will be a feature of the Macleod stampede here June 30-July 2. A new stable will be built to replace former Mounted Police buildings which burned last year.

Week-End Opening Pays Rocks' Spot

NEW YORK, March 24.—Rockaways' Playland was the first park off and running in the metropolitan area, making its bow Sunday (18) in decent weather with a fair-sized, medium-spending throng on hand.

Early preem with a concurrent nip in the air of necessity limited the size of the crowd. The Carousel did good business, while kiddie rides proved a solid draw. Indoor locations, such as the Penny Arcade, also proved a strong lure.

Plug NBC Segs

As part of the spot's tie-up with the National Broadcasting Company, announcements were boomed thruout the day over the public-address system, urging patrons to catch NBC shows. NBC has provided the park management with a series of disks on which talent appearing on the web's New York radio and TV outlets, WNBC and WNBH, engage in chatter aimed specifically at Rockaways' patrons.

Crowd for the opener was a local one. Long Island Railroad trains outward bound from New York discharged few passengers. Car cards will appear in trains next month.

Gabby Hayes, movie and video cowboy appearing over WNBT, will sponsor one of the spot's newest additions, Big Horn Ranch. A six-foot cutout of the cowpoke will adorn the miniature Western town, which got good reaction Sunday. Next month Hayes is slated for personal appearances at the ranch.

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South Carolina President Boasts 28 Winning Terms

• *Continued from page 49*

fair hadn't been doing well and the executives voted Dave in as president because of his successful business background.

First Year Profitable

The plant was in bad condition and Dave had little to go on, but the fair earned a profit in its first year. Despite its designation as a State annual, the fair is actually a private business venture and receives no State aid. Dave was faced with the job of building an event that would be accepted by the public and earn a reputation that would sustain it in the future. The annual's growth and prosperity attest a job well done.

The 100 acres which comprise the fair plant are practically in town and only a mile or so from the business section. When Dave took over the helm it was a long walk, even for horses. Today, with modern transportation facilities, Columbia residents can reach the grounds in a matter of minutes. More important, since Columbia is in the approximate geographical center of South Carolina, patrons from thruout the State get an equal break.

Depression Losses

Altho Dave took a licking during the depression when the banks were failing and he had to work extremely hard to preserve his own future and business, he never slackened off in his services to and interest in the fair. Altho all three of the Darlington banks failed, Dave didn't lose his faith in banking and today he's a director of a Darlington bank.

Thru his activity in fair business, Dave has met a number of show people. He is quick to express his faith in them as a group while acknowledging that some are not so nice. These latter, he says, don't count since they are in the minority.

When the Darlington banks were toppling like ten pins Dave got a call from a carnival owner who said he was sending a draft on a New York bank for $10,000 which he was to use as needed. No note or security of any kind was requested. Dave was able to get along without the proffered money and returned the draft.

Sets Midway Deal

Dave recalls that for a number of years after becoming president of the fair he was confronted with innumerable midway problems. Complaints were numerous and made him unhappy. On the promise of the late Max Linderman, general manager, World of Mirth Shows, that he would eliminate the trouble, Dave awarded him the midway contract. Since that time World of Mirth has continued to supply all midway attractions and Dave says he has yet to receive a single complaint.

Any Eastern operator would be glad to have the date since it offers top-grossing opportunities for six days. Dave says he is constantly being solicited in this respect but he tells all interested parties that he is perfectly happy with the way things are going and that he expects them to continue that way. It can be assumed from the foregoing that Dave is the kind of person who shakes another's hand by way of cementing a pact, secure in the knowledge that he will never violate the agreement. As a result there is much about the South Carolina State Fair that is familiar to old-timers. It is likely to be that way as long as Dave and his cohort, Paul Moore, remain in charge.

Will Never Retire

Shortly after taking over as president of the fair, Dave brought in Moore as secretary-manager. Altho neither is a youngster, they show no signs of quitting. It is generally understood that one won't step down without the other. Dave says he will never retire for the simple reason that he wouldn't know what to do with himself.

The fair has a healthy bank balance, a number of government bonds and property. A number of major improvements have been added to the plant during Dave's tenure and several others are planned. As in the past a policy of pay-as-you-go will prevail. Dave attributes the success of the operation to the co-operation existing between himself, Moore and members of the executive committee.

Dave has served as a colonel on the staffs of three South Carolina governors. At one time he belonged to a number of civic clubs, but he is no longer active. He served as president of the South Carolina Association of Fairs and currently is a member of the board.

While Dave has five married sisters, he has remained a bachelor. He makes his home with one of his sisters in Darlington.

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Clyde Beatty Opens In Rainy Weather; Lion Draws Crowds

Kaiser-Frazer Promotion Set; Equipment Set-Up Little Changed

SHREVEPORT, La., March 24.—Clyde Beatty Circus opened its new season with a two-day stand here starting Saturday (17) to cold, rainy weather. A half-house braved the elements for the Saturday matinee, and a two-thirds house turned out that night. On Sunday (18), fair houses were on hand in cloudy, cold weather that turned to rain at night.

Beatty, appearing with his cats for the first time since his trouble-filled run in Detroit, worked six lions and two tigers at the opening. Prince, the lion which killed two tigers in Detroit, was kept on a perch while the tigers worked, and the tigers were taken out before the lions performed. Saturday night another lion attacked Prince and was getting the better of the fight when they were separated. Beatty and attendants were reported tense during the act. Beatty also worked his elephant and tiger act earlier in the show.

A preliminary report from W. C. Johns, secretary of the sponsoring club, showed a profit to it of about $1,000.

In the menagerie, Prince was displayed in a cage bearing his name and attracted a large crowd. Beatty's new tigers had not arrived, but two young lions were being broken into the act.

John Cline turned up with 12

(Continued on page 69)

B. DAVENPORT PREPS DAILEY TRUCK SHOW

Baxter Deal Ends; May Opening Set Under Usual Title

GONZALES Tex., March 24.—B. C. Davenport said here Friday (23) that he will open Dailey Bros.' Circus on 25 trucks on May 1. He stated that previous plans for calling the show Baxter Bros. had fallen thru when T. J. Baxter, of Houston, decided against joining in the project.

Davenport told *The Billboard* that he would take the show out on his own. He has about 30 men in quarters preparing equipment and the new trucks have begun to arrive. One truck was being sent to Hugo, Okla., where he said it would be equipped with a Sanguin-Miller canvas loader at the shop of Wayne Sanguin. Two elephant trucks have been completed.

The Dailey show would open sooner, Davenport said, if delivery of trucks had not been delayed.

Harry Hammill, partner last season with Davenport in operation of the railroad show, will return to operation of a training school for air force pilots, it was reported.

Hill Named Agent For Pawnee Bros.

JESUP, Ga., March 24.—Ed Hill has been named general agent for Pawnee Bros.' Circus, succeeding W. E. Vandergrift. Hill formerly was agent for Frank Ketrow's Animal Oddities.

The Pawnee show, owned by Ralph Green, was here Friday (23). Business was reported weak for the show at several recent Florida stands.

Santos-Artigos Reaps Sugar In Cane Belt

SANTIAGO, Cuba, March 24.—Santos & Artigos Circus, playing fresh territory after a big sugar harvest, has been playing to good business. Show now is in its 10th week and probably will close in May.

With the show are the Dutton colonial bareback act, Gladys Gillam's lions, Dutton principal riding; Frankie Lou Woods, trapeze; Rosalie Sisters, perch; Ignacio Agremonte, wire; Davo Brothers, balancing; Merardo Borkes and Company, Risley; Cristan Soto, dogs; Andreas Chamaco, cloud swing; Jose Torres, juggling, and three clowns. Six-piece band is carried.

The show uses a 120 round top with a 50-foot middle piece over 1,000 chairs and blues for 1,200. The menagerie has been doing well with a separate admission.

Opposition from Cuba's other large show, Razzore, and from the La Rosa, Morales and Harrison circuses has been encountered, with all outfits reported to be coming out okay.

RINGLING PREPS SONGFEST SPEC

SARASOTA, Fla., March 24.—Ringling Bros. and Barnum & Bailey's spec this season will be called *Circus Serenade* and will include community singing directed by "disk jockies" in each ring. Audience will chime in for *Put on Your Old Gray Bonnet, God Bless America* and other old favorites.

Equipage number will be framed around the character of Marie Antoinette and Louis XVI of France. A calliope will be featured in one spec.

Antes Corrals Several Video Spots for R-B

NEW YORK, March 24.—Numerous radio and television shots utilizing Ringling-Barnum executives, talent and props have been lined up by Bill Antes, director of the Big One's radio and video activities, since establishing headquarters here two weeks ago.

Prime catch to date is the *Martin Kane, Private Eye* show, presented over WNBT, New York, National Broadcasting Company's main TV outlet. For its April 12 performance the stanza will build the entire script on a circus theme and will use Felix Adler, R-B clown; a bull from the circus menagerie and show props.

Other spots pinned down by Antes include *Celebrity Time* with Conrad Nagel as emsee and John Ringling North, R-B prexy, as guest, April 15, CBS-TV; *Show Goes On*, with Robert Q. Lewis as emsee and North as guest, April 12, CBS-TV; *Mohawk Showroom* with Roberta Quinlan as emsee, circus material to be used, April 9 over WNBT, and Morton Downey's show, circus material to be employed April 7 over radio station WCBS. Other network presentations slated to use Big Show material include *Break the Bank*, two shots on *Strike It Rich* and the Garry Moore and Kate Smith sessions.

Antes termed the above line-up only the beginning of radio and TV time while the circus makes its 33-day run here starting April 4.

R-B Launches Campaign in N. Y. Dailies

NEW YORK, March 24.—First big strike for the Ringling-Barnum circus press crew, led by Roland Butler, as they opened their campaign in preparation for the show's April 4 bow here came Wednesday (21) in several of Gotham's daily sheets.

Especially generous was *The New York Times*. Staffer Irving Spiegel covers the circus regularly on its Madison Square Garden break-in, and he devoted three-quarters of a column to the show, using the first day of spring as a peg. The article was accompanied by a good-sized picture.

The New York Journal-American gave six paragraphs of space plus a four-column pic of clown Lou Jacobs on the front page of its second section to the circus in its Wednesday edition. Also on Wednesday, *The New York Daily News* and *The New York Mirror* weighed in with six and seven paragraphs respectively heralding the arrival of R-B. On the same day, *The New York World-Telegram and Sun* used a two-column picture concerned with the tie-up between the New York Heart Fund and R-B for the opening night performance and devoted a few paragraphs to the movie-making activities going on around the circus this season.

Liberal sprinkling of one-sheets has appeared in the windows of establishments lining Eighth Avenue in the vicinity of the Garden, and paper has been spotted conspicuously thruout the midtown area.

Mills Announces Talent Line-Up

COLUMBUS, O., March 24.—Jake and Jack Mills, co-owners of Mills Bros.' Circus, this week announced names of new acts which the show will have this season and listed others which will be held over. The show opens here April 14 under auspices.

Newcomers, booked thru Hans Lederer, include the Antonettes (5), German teeterboard troupe; Rosettis, French aerial ladder team; Valintinos, swinging perch; Boginos (7), Italian Risley and juggling group, and Joanidis, slack wire and juggling.

Talent Booked

The show also has booked the Wallabies (11), trained by Digger Pugh; Four Rickerts, Dutch jugglers; Valencianos, perch and trampoline, and Ursala Niklaus, single traps. For the first time, Mills Bros. will have a flying return act, the Flying LaForms.

Performance is to include Jinx Adams and Margie Butcher in Roman riding and will feature the leaps. Bert Wallace, returning as equestrian director; Jeanette Wallace and Paul Nelson will work the three Liberty acts.

Mayme Ward, continuing as wardrobe mistress, has turned out costumes for Latin - American spec, web and ladder acts and menage numbers. New elephant blankets for the six bulls and new horse trappings have been made.

Bigger Clown Alley

Jack Lapearl will head the enlarged clown alley. Bob Mills and his band will report at quarters soon. Hard Times Leonard will be back for his 11th turn as electrician, and Felix (Fats) Brazon returns as property boss.

King WQ Work Nears Wind-Up; Advance Opens

MACON, Ga., March 24.—King Bros.' advance crew completed billing for the show's opening here and moved out on the org's route this week, Floyd King, co-owner, reported. Show opens here April 7.

Ora O. Parks opened the press department several weeks ago. Earl DeGlopper is contracting press and Fred Harding is story man. Henry Pyle will be in charge of schools and special promotions.

Quarters work is in its final stages, King stated. Charles Ryan, superintendent, has most of the trucks loaded. Four hundred chairs and 800 blues have been added to the seating. Another middle piece will be added to the menagerie to make room for new hay-eating and cage animals.

The ring barn has been going full blast, with space at a premium. Ettore Faccini is in charge.

Rogers Scores In Fla. Towns

MIAMI, March 24.—Rogers Bros.' Circus has played to good business at several Florida stands, and altho it got off to a light start for its four-day stand under Grotto auspices here (15-18), the heavy advance sale showed up on the seats over the week-end (17-18).

Earlier stands at Homestead and Fort Lauderdale, Fla., were good for top business, according to Owner-Manager Si Rubens.

Talent line-up includes Capt. Jack Rogers' lions and tigers. George Barton has the stock. Felix Morales is equestrian director and does his slide-for-life. Skinny Goe has the band.

Staff, in addition to Rubens, includes Joe Scharoun, secretary-treasurer; Adolph Margolis, front door, with Harry Lottridge; George Penny, tickets; and Lloyd O. Black, Side Show.

O. Davenport Acts Shuffled For Dayton Run

Promotions Pass 1950 Level; New School Deal Aids

DAYTON, O., March 24.—Orrin Davenport's circus package opened Thursday (22) with advance sales and promotions hyped over other years. Figuring in the advance increase was a new ticket deal with schools.

Some changes in the Davenport program were made here after several Ringling people returned to Sarasota, Fla., following Davenport's Rochester, N. Y., date. In addition, Unus and the Gutis are not here but will be back for Columbus, O. Roland Tiebor replaces Francis Hogan in the Tiebor seal turn. The Orantos, the Four Macks and Corinne Dearo joined here.

Special Advertising

Harry Thomas came in early to handle special advertising prior to the opening and appeared in radio, television and street stunts. A calliope was used on the streets.

Line-up of acts here includes Will Hills' dogs and elephants; Shyrettos, cycles; Kurts, balancing; Albert Fleet's chimps; George Hanneford Family, bareback; La Tosca, aerial; Elly Ardelty, trapeze, and the LaBlonde Trio, comedy aerialists, as well as those who joined here.

Clown alley lists Otto Griebling, Felix Adler, Frankie Saluto, Earl Shipley, Percy Rademacher and Jojo Lewis.

A. E. (Buck) Waltrip and his wife had the promotion. The program is a 40-page number, and banner contracts total 151. The stand, under Shrine auspices, runs thru Saturday (31) with no shows on Easter Sunday (25).

Charley Brady's crew has turned out a new stake driver and new cage semi, and a light plant truck is being converted into a second prop truck. Ed Burridge finished lettering six more trucks.

Fred Stafford, press chief, has added Paul Beshara, of Columbus, to the press staff. Dean McMurray arrived here Friday (23) to assist on advance work.

Polack Jumps Chi Hurdles To Tab Record

CHICAGO, March 24.—Polack Bros.' Western Unit scored a flash finish here which put it over the 1950 mark to score a new high gross, Louis Stern, managing director, reported.

The 18-day run closed Sunday (18) with more than 100 members of the Showman's League of America and their families as guests. Saturday night (17) the house was filled to capacity and Shriners assigned as counters outside reported the turnaway was equal to the audience inside.

An extra heavy ticket sale by Shriners brought the total attendance to 163,051, slightly ahead of the 1950 mark. This year two additional matinees were given to bring the total to 38 shows. The program had 260 pages, an increase of 60. Mickey Blue handled the promotion.

The show's business had opened weak and business ran about 10 per cent behind until midway in the run.

Ringling Peddles 10 Performances

• Continued from page 48

Both sections are heavily populated.

Westbury Tickets Lower

Michael J. Madar, vice-president of the circus committee, said that the circus would come here at a lower price scale than prevailed last year. In 1950 the show worked here for its New York City rates—$6 tops. This year's scale was not revealed. Show management and Legion officials alike expressed satisfaction with the results of the 1950 two-day deal. Funds raised by the Legion from the circus stand are devoted to the work of the Legion among hospitalized war veterans. The Westbury stand is counted on to lure a large pool of New York commuters.

Tickets for the date will go on sale soon at a central Manhasset office and at all Legion posts in both counties. Levitt & Sons, Long Island building concern which financed organizing expenses for the Legion for the 1950 date here, has again offered its services, according to Commander Roy W. Fitzgerald, of the Manhasset post. Edward (Ted) Eichelberger is handling press for the Legion on the stand.

Bridgeport Next Date

Last year the show made a $10,000 jump here from Newark, N. J., and the local stand necessitated the elimination of Poughkeepsie, N. Y., from the Big One's route. This year the show has been routed directly from Newark to Long Island and then on to Bridgeport, Conn., without a hitch. Lot used here last year was about five miles from the railroad jump-off point. Eagles and other R-B personnel made a visit Thursday afternoon to inspect two alternate lots that would bring the circus closer to the point of rail departure.

Eagles announced that a block-ticket deal was set which would bring 350 Venezuelan army, navy and air force personnel to the April 17 night performance at Madison Square Garden, New York. The military will be in Gotham as part of ceremonies honoring Simon Bolivar, Venezuelan national hero.

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WANTED
Promotion Representatives. Plenty good towns and auspices. Tickets, Book and Banners. Steady work. Drunks and Limbsters, stay where you are. This is not a finance corporation. A. K. "Bill" Osborne, wire again.
BILL MORRIS
KELLY-MORRIS CIRCUS
P.O. Box 42 Havana, Ill.

KING BROS.' CIRCUS
Wants Electrician and Assistant. Trombone and Cornet for Big Show Band, account enlarging to 15. Glad to hear from good men. Single berth and meals furnished. Top union scale. Show opens April 7. Musicians address
A. LEE HINCKLEY
Bandleader, all others address King Bros.' Circus, Macon, Ga.

BLOCK TICKETS—UPC'c—BANNERS
4 PHONEMEN
This is a C.Y.O.-Mills Bros. date and office is ready. Have Shrine Temple date to open April 2. Jack West, Bert Jurista, Fred Grunert, come on.
J. F. SHAFER
K. of C. Bldg. Gary, Indiana

CHIMPANZEES WANTED
Must be tame (no biters), prefer males, 2½ to 4 yrs. old. Write, wire details.
FOR SALE
Fine young trained Elephant, also trained and untrained Animals of all kinds.
WORLD JUNGLE COMPOUND
Box 151 Thousand Oaks, Calif.

WANTED
Circus Tuba Player for Mills Bros.' Circus.
ROBERT A. MILLS, Bandmaster
P.O. Box 950, Winston-Salem, N. C.

4 PHONEMEN
Office ready; phones installed. All summer work with King Bros.' Circus; 30 weeks, no lay-offs. Fire, Police and Shrine auspices. UPC tickets, banners, displays with 15 elephants in parade. Contact ERNIE WHITE, Promotional Mgr., c/o Chancellor Hotel, Parkersburg, W. Va.

Dressing Room Gossip

Rogers Bros.

Org bowed with a two-day stint in Fort Myers, Fla., without a dress rehearsal. Under direction of Equestrain Director Felix Morales, show wound up its first week with only minor changes. Small lots have been our recent plague. It seems as tho Owner Si Rubens has assembled all the trap acts in the country. Last tally showed La Teresa Morales, the Anchias Trio, Violetta Rooks, Henry Crowell, Harry Villeponteaux, Jacklan Tolliver, Vivian Rear and Mary Carlton, all of whom exhibit a variation of heel drops, head-stands, muscle grinds and what-have-you.

Swede Johnson debuted with the show-owned wild animal act—a former Alfred Court act. The Johnson family made the Frank Wirth Variety Circus, with the Roger bulls in Miami prior to our opening. Those frilly cerise and white web costumes were by Mrs. George Barton. She also made the wardrobe Mabel Johnson wears in the bull act. There is a regular ex-Polack bunch over here, including the Morales, Hedy and Harry May, Dime and Connie Wilson, Teresa Morales and Matchez, the Bartons and Billy Barton. Kudo Club: To Skinny Goe, bandleader; Larry Carlton's brushwork on the 40-odd trucks; Dime Wilson and Happy Davis and their comedy wire act, minus a wire and Pauline Penny's cute terping on the silver strand.

Fragments: Peggy Sylvester in clown fireman grab being chased from her trailer by her own dogs; Nellie Kitchie of wardrobe handing them out and taking them in; performers dashing for a flag to best match their costume; all of us carrying the banner in the *Flags of All Nations* spec; Connie Wilson joining the ranks of women clowns; Chester Grant looking for hills so he can coast into town; Belle Margolis planing back to the Windy City; wedding bells for Joe Schauroun; those Diesel light plants giving us nighttime daylight; Lou Walton and Major Guinsberg keeping Margueritte Barton supplied with fresh flowers daily.—BILLY BARTON.

Hamid-Morton

The show closed its most successful Wichita, Kan., stand Sunday (18) with the house sold out for three shows to airplane factory workers. Mike Malos, boss props, was rushed to St. Francis Hospital in Wichita for treatment of a blood clot which resulted from a fall he had while with Biller Bros. in New York this winter. His wife and daughter arrived in Wichita.

Vicky George celebrated her birthday. Mrs. Dick Clemens was called to her home in the East because of a death in her family.

Visitors included C. H. (Dad) White, veteran animal trainer and show fan; Mrs. Al Banta, mother of Bob and Jack Banta; Howard Suesz, owner, and Bert Pettis, both of Hagen Bros.' Circus; Dr. and Mrs. E. L. Cooper, who formerly owned the Hamid-Morton Liberty act, and Fred and Bette Leonard.

The Coopers entertained showfolks at their home, where Police Chief Shephard and Al Langdon acted as chefs. Sharon and Della Cooper and Fred Leonard rode Cooper dressage horses as entertainment.

Frank Noel, a Wichita native, was well received in the show with the Liberty act. A pony which was injured en route to Kansas City could not be worked.

Orrin Davenport

Lots of goodbyes were said when the Rochester, N. Y., date closed, as the Ringling unit is answering the call of John Murray Anderson and his rehearsals in Sarasota. Many of the acts have purchased new cars, including the Gutis, the Freddies and Franklin and Astrid. And speaking of cars, you should have seen the one belonging to Butch and Millie (Francisco and Dolores) when that bear cage got thru ramming it on opening day here. But it looks like new again. Frankie Saluto has a new rabbit, a gift of show chairman Elmer Raithel. Raithel bought Frankie six rabbits, but his pal, Felix Adler, refused to let him keep them.

We had spring weather here for half the week and then boss Orrin Davenport and wife arrived from Sioux Falls, S. D., and it has been snowing ever since. Faye Romig is developing into a good flyer under the tutelage of Rose Behee. The Paul Jerome Tent, Circus Fans, Rochester, gave a buffet dinner at the Cadillac Hotel in honor of Paul. Honor guests were, besides Jerome, Harry Thomas, Otto Griebling, Hamburger Nagy, Frankie Saluto, Joe Short, Mr. and Mrs. Unus, George Voise, Dick Anderson, Percy Radamaker, Earl Shipley and the writer. — ALBERT WHITE.

Polack Bros.' Eastern

Danville, Ill., for the Grotto proved to be a winner in spite of bad weather and heavy opposition of basketball playoffs. Clyde and Nelda Harrison promoted the date and Clyde was made a member of the Grotto. One day was lopped off the engagement due to government inspection of the armory previous to the opening. Bill Green did a swell flack job, with many hits in the dailies and radio spot announcements. Visitors included Mighty Dains, H. J. Wills, Terrell Jacobs, Nina Holmberg, John Taylor, Justus Edwards, Billy Ward, Charles Imig, Jack Bray, Ernie and Frieda Wiswell, Mr. Osborne, circus fan and photographer; Jones Brothers, McDonald and Mickey, teeterboard act. Iron Head Perry, Jimmy McGee and Art Beverege have left for Clarksburg to work on phones for Harrison.

Sam Polack is in Texas on a booking tour. Nate Lewis produced the show at the Veterans' Hospital, Danville, Ill., and many acts and the band were on the program. Red Carter scored on St. Patrick's Day with his rendition of *Irish Eyes*. The Ausies have new wardrobe. George LaSalle has returned with a new clown number. Conn Brothers have two new Toy Manchester dogs. Kenneth Waite, busy riding taxis trying to locate the right depot, due to a forgetful driver caught the Chicago train just as it was leaving. Ed Raymond entertained the Wards at Danville. Billy Griffin and Lucy are practising. Bobby Harrison looking for shoes, size 14. Mr. and Mrs. Freddie Freeman visited en route to visit their son in London, Ont. — HENRY KYES.

Under the Marquee

Thirty-five members of the **Beers and Barnes** families of the Beers-Barnes Circus and the show's agent, **Gene Christian,** caught Rogers Bros.' Circus at Miami.

Floyd King returned to Macon, Ga., recently after a trip to New York. . . . **Arnold and Esma Maley,** of King Bros. visited recently at Mobile, Ala. . . . Recent callers at the King Macon, Ga., quarters included **George Engesser,** former circus op and now owner of several animal shows; **Clay W. Reigle; Vincent Williams** and **Mack McConnell,** Coca-Cola representatives from New York and Atlanta; **J. P. Yancey,** Newport News, Va., circus fan, and **Fred Silvers.**

Bill Blomberg, owner of Barker Bros.' Circus, stopped in St. Louis Thursday (22) en route from Chicago to his show's quarters at Alexandria, La. He had been seriously ill and confined to his room

(Continued on page 69)

Rogers Bros.' Circus
Can use Riggers, Prop Men, Workmen all departments. Also Superintendent. Ralph Clawson, contact **SI RUBENS, St. Petersburg, Fla., March 26-27-28; Lakeland, 29; Winter Haven, 30; Haines City, 31; Daytona Beach, April 2.**

PHONEMEN
For Mills Bros.' Circus dates. Steady work. U.P.C. Banner. Kewanee, Illinois. Phone 4250. No collect calls, or write
WALTER BAKER
1729 Letsche St., N.S., Pittsburgh, Pa.

Telephone Salesmen
Can use two more experienced Telephone Salesmen on legitimate veterans deal. Plenty of work to follow. No drunks wanted. Contact **Inglewood American Legion Post No. 82, Nashville, Tennessee.** Pay your own.

BARKER BROS.' CIRCUS
OPENING APRIL 30, WITH LONG STRING OF DATES UNDER AUSPICES, THEN FAIRS AND CELEBRATIONS.
WANT WANT WANT
GENERAL AGENT, PROMOTERS, PHONE MEN. CIRCUS ACTS OF ALL KINDS. Can use good Dog, Monkey and Pony Trainer. CLOWNS, HAMMOND ORGANIST WITH OWN ORGAN. MAN OR MARRIED COUPLE TO RUN COOK HOUSE, WORKINGMEN IN ALL DEPARTMENTS. WILL BOOK OR LEASE ANOTHER ELEPHANT OR WILL BOOK ELEPHANT ACT.
We are so set up that we can book our entire Circus, or any part thereof, under Strong Auspices for your Circuses or Events, also Fairs and Expositions. Fairs booked exclusively by Barnes-Carruthers Booking Agency of Chicago.
All Address: BARKER BROS.' CIRCUS (Winterquarters) Thompson Arena, ALEXANDRIA, LA.

WILD WEST PERFORMERS
Trick Riders and Ropers who can horse catch for 32 week season with King Bros.' Circus. Can use Cowboy and Wife who can drive semi. First class equipment. Sleeping quarters and meals furnished. Also Horse Groom who can drive semi.
Write, Wire or Call — Contact:
TONY DIANO 1000 Warner Rd. Canton, Ohio — or — **JIMMY KAARO** Diano Ranch, R.D. 5 Canton, Ohio

LAST CALL
INGRAM & BELETTI PRESENT
Don Robinson Ameri-Congo Animal Circus
Open April 14. All People engaged, please acknowledge. Performers report Pelham, Ga., April 12 for rehearsal. Others report Sarasota, Florida, April 9. Fleet leaves April 10. Want fast Sign Painter for Banners, Bannermen who can get results. Want Party with Stock for Wild West Concert. Cooks join at once. Seatman, Canvasman, Animal Man, etc. Man handle office. Place couple more Family Acts. Sound Man handle music. For Sale—Forty by Eighty Bale Ring Top and Poles.
Winterquarters, Lockwoodridge Road, Sarasota, Florida
HOWARD INGRAM or EDDIE BILLETTI

BRITISH AFRICA ZOO
WORLD'S LARGEST TRAVELING COLLECTION OF WILD ANIMALS
WANTS WANTS
2 EXPERIENCED LITHOGRAPHERS AND BILLPOSTERS, ALSO EXPERIENCED ANIMAL ATTENDANTS. WRITE, DON'T WIRE:
SUITE 401, 400 MADISON AVE., NEW YORK CITY.
P.S.: Zoo has signed agreement with Billposters' Union. Zoo exhibition transported on three 80-ft. baggage cars. Cheerful Gardner is boss animal consultant.

HAMID-MORTON CIRCUS
Want Assistant Elephant Trainer at once for all-year around job.
Wire JOE HANSON or BOB MORTON
c/o SHRINE CIRCUS AUDITORIUM, BUFFALO, N. Y.

COLE BROS.' CIRCUS WANTS
Elephant Men, Ring Stock Men; road salary year round. Man to work Liberty Horses, Property Men, Train Hands and Useful People in all departments. Elephant Men, write P. J. Jones; Ring Stock Men, write Milt Herriott; Property Men, write Whitey Wilber. All others write Frank Orman, Gen. Mgr.
P. O. BOX 249, PERU, INDIANA

WANTED
TELEPHONE MAN
For Polack Bros.—Shrine. Contact
Mickey Blue, c/o Shrine Circus Office
13th and Harrison Streets
Oakland, California

WANT—HURRY—WANT
Thrill Shows, Rodeos, Outdoor Attractions, May 30, June 9-10, 24-25, July 4, 15-22. TIMONIUM FAIRGROUNDS, suburb of Baltimore (million pop.) Defense plants going full blast. Contact
LES SPONSLER
328 N. Charles St. Baltimore 1, Md.

CANDY BUTCHERS
Wanted—Seat Men, Agents for Outside Stands, A-1 Grease Joint Operator, etc. Good proposition for energetic hustlers. Best sleeping conditions for Butchers on any Motorized Circus. Address:
HARRY HAMMOND
Box 54, Gonzales, Texas

HIGH ACTS
Sway Pole Rigging for sale. Write
RICARDO CO.
Adel, Iowa

2 PHONE MEN—2
ROGERS BROS.' CIRCUS
Full season's work.
Jack West, Merle Bonson, answer Izzy Green here.
W. R. GARVEY
Lee Hotel ALBANY, GA.

PHONEMEN
Mills Bros.' Circus Crew. Pay every day.
LARRY LAWRENCE
Van Cleve Hotel Dayton, Ohio

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DON'T MISS THIS BIG ISSUE
featuring ARTICLES LIKE THIS:
CIRCUSES
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Receive 8 Big Special Issues
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Please enter my subscription to The Billboard for ONE YEAR for which I enclose $10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.
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ADDRESS .....
CITY ..... ZONE..... STATE.....
OCCUPATION .....

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SNOW KEEPS 'EM HOME

Minn. Short Course Turnouts Hit; More Attention to Radio Is Urged

MINNEAPOLIS, March 24.—Old man winter put the freeze on attendance at the fifth annual Short Course on Fair Management sponsored by the Minnesota Federation of County Fairs and the University of Minnesota here Monday thru Wednesday (19-21) in the Dyckman Hotel.

Attendance was cut to about one-third of last year by a Sunday (18) snowstorm and high winds that piled up the white stuff as high as 16 inches in some sections of Minnesota and disrupted rail and other transportation for several days.

Hardy Bill Lindemann, secretary of the Brown County Fair at New Ulm, was one of the few who succeeded in coming in from areas hard hit by the storm. Bill, who didn't arrive until the second day of the course, said that the train he took was the first out of his town for three days.

Stresses Radjo Use

Those who arrived by Tuesday (20) heard Chris Mack, farm service director of Station WMOX, Yankton, S. D., give a meaty talk in which he outlined how fairs could avail themselves more fully of radio in advertising their fairs.

"I don't know anything that is fluffed off more by fairs than releases to radio," Mack declared. "Nine chances out of 10, a radio man has to pick up a paper to get information about a fair to put on the air."

Mack emphasized that radio stations have an extremely co-operative attitude toward fairs and are eager to air news of participants in fair events.

Urges Special Releases

He urged fair men to prepare special releases on news and stressed that such releases should be limited to not over 100 words. He also emphasized the need of such releases being mailed directly to station

(Continued on page 69)

Timonium Plan For Still Dates

TIMONIUM, Md., March 24.—In its "save Timonium" campaign, the new administration of Timonium Fair has made plans for a series of special attractions at the fairgrounds during the summer when the plant is normally idle. The plan is a departure from policies in the past when activity of the plant was limited to the 10 days in which the fair operated.

William F. Schluderberg and his assistant, John F. Heil, for 30 years head of the Timonium and Pimlico racing departments, are directing the promotions, with Les Sponsler, who has handled the Timonium midway, doing the booking. Such attractions as thrill shows and rodeos are expected to be booked. There is a large grandstand and parking facilities for more than 5,000 cars at the plant.

CHAIRS
every type
Folding Tables
IMMEDIATE DELIVERY

Want quick action? Write or wire today.
U. S. Bleacher Co., Inc.
570 7th Ave. (41 St.), N.Y.C. LO 4-3524

ATTENTION!
FAIR SECRETARIES
CONTACT
ERNIE YOUNG
AGENCY
FOR YOUR
1951 GRAND STAND
SHOW
203 N. Wabash Chicago, Ill.

Flu, Cold Weather Hits Orange Show; Attendance Off 28%

Concession Ops Suffer as Gate Dips 55,732 Below 1950 Count

SAN BERNARDINO, Calif., March 24.—The 36th annual National Orange Show completed its 11-day run Sunday (18) with a total attendance of 199,366—55,732 behind 1950. The loss, about 28 per cent, was blamed on a flu epidemic and the weather.

High, cold winds on two Sundays, cut total attendance for those days from 75,951 to 58,657. The only day this year that surpassed 1950 was Tuesday (13) when the turnstiles clicked 17,360 or 2,098 over last year. Bob Hope, who broadcast from Swing Auditorium, bolstered the crowd.

Concessionaires on the independent midway, like many of those on the carnival grounds, fared none too well. One candy apple stand operator reported a $11 take opening day and $17.65 Thursday (15), but reasonable revenues on the two week-ends. Privilege was set at $175.

Low spending and complaints from concessionaires started the fair's officials to looking around for ways to remedy the situation. W. C. Shay, midway manager, said that an attempt would be made next year to make the show more compact. Loss of the huge exhibit hall two years ago has prevented the funneling of the people thru the grounds.

Shay declared that consideration was being given to moving the carnival location to a spot between the Commercial and Industrial building and Swing Auditorium. There is ample space there for a show and the carnival location would place all entertainment and educational attractions within a limited area.

Urges Changes

Orville N. Crafts, head of Crafts 20 Big Shows, Inc., on the midway told the directors that something had to be done if the event was to continue to draw exhibitors and

(Continued on page 69)

Hughes Denies CNE Has Set Successor

TORONTO, March 24.—Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE) here this week, offered correction of a story which appeared in the March 10 issue of this paper concerning Hughes' health, an approach to Mayor H. E. McCallum of this city to assume management of CNE and a discussion of the annual's grandstand presentation among CNE officials.

The story said that Hughes had been in ill health, only recently recovered from pneumonia and had been granted an immediate three months' leave of absence. Hughes claimed that he had only "a very bad touch of high blood pressure, which needs only rest" and that he was leaving at once "to take care of that situation in Florida."

In regard to the change in man-

(Continued on page 69)

WANTED
Comedy High Dive or Sway Pole
FOR JUNE BOOKINGS
Novelty Aerial, Comedy Riding Act, Bear Act
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CAN USE GOOD ACTS AT ALL TIMES
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Please enter my subscription to The Billboard for ONE YEAR for which I enclose $10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

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CITY ..... ZONE..... STATE.....
OCCUPATION .....

Talent Pacts, Midway Set At Caledonia

CALEDONIA, N. Y., March 24.—Victor Scroger, executive secretary of the Caledonia Fair, announced this week that the 1951 midway contract has been awarded to the Buffalo Shows. Irish Horan will again provide the thrill show, and George A. Hamid & Son will furnish grandstand attractions.

Innovation this year will be a Children's Day, with all schools in the country participating. Harness racing also will be held.

Fair has a new board of directors which has formed a corporation to handle management of the event.

PERMIT NIXER

But Transit Fair To Run ---Ira Curry

ARCADIA, Calif., March 24. — Following the city council vote of 3 to 1 against issuing a permit for the World Transportation Fair to be held at Santa Anita Park, Ira W. Curry, general manager of WTF, said, "We're not out of business."

Curry would make no comment on his plan to appeal the council's action that came after a four-hour session before 400 residents Tuesday (20). The event is scheduled to open June 30 and close September 9. Contracts for shows have been issued to John Billsbury, Hollywood agent, and exhibit space has been sold.

Opposing the city's action, supporters of the fair declared that the WTF would provide a source of revenue to the city and that as much as $175,000 would be received for admissions. The fair's management, it was reported, has spent approximately $200,000 getting ready for the opening.

Curry declared that an announcement would be made soon, but at this time, he emphasized, the fair was still in business.

Tyler, Tex., Event Sets Attractions

TYLER, Tex., March 24.—Attraction plans for the East Texas State Fair, to be held here September 10-15, have been completed, according to O. M. Boren, president.

Midway will be provided by the Bill Hames Shows, with Barnes-Carruthers Theatrical Enterprises, Chicago, to produce the variety show in the Mayfair Building.

Early interest from stock raisers indicate full exhibit barns, Boren said.

LINCOLN, NEB., UPS GRANDSTAND DUCATS

Inks B-C Revue, Sweeney-White Races, Chitwood, Swenson Thrillers, T-D Pyro

LINCOLN, Neb., March 24. — Nebraska State Fair will put a general 25 cent hike in grandstand admissions into effect this year, pegging its rates at $1.50 for reserved ducats and $1 for general admission, Ed Schultz, secretary, announced.

Program for 1951 was also announced with Barnes-Carruthers Theatrical Enterprises, Chicago, again signed to produce the night grandstand revue.

Other attractions include two big car auto races and a 100-lap stock car meet to be produced by National Speedways, Inc. (Al Sweeney and Gaylord White). This org also will present a big car stilldate program, July 4. The Swenson Thrillcade and the Joie Chitwood Auto Daredevils have been signed for one performance each during the fair and Thearle-Duffield Fireworks, Inc., has again been contracted for the nightly pyro displays.

Eddie Young's Royal Crown Shows had previously signed to provide the midway.

Trenton, Mo., Adds 15G Stand

TRENTON, Mo., March 24.—The North Central Missouri Fair here will increase its grandstand seating capacity 1,400 this year by the addition of a new $15,000 grandstand, and will run a total of seven days, L. I. McMullen, entertainment superintendent, announced.

New addition consists of 24 rows of reserved seats and three rows of boxes. While not yet completed, all necessary materials are on hand and the fair's goal is to add another 1,400 seats for the 1952 event.

Other improvements this year include a new $5,000 all-steel cattle barn and the addition of two tracts of land to increase parking by 1,000 cars.

Attraction program will include Staples' Rodeo and free acts booked thru Barnes-Carruthers Theatrical Enterprises; White Horse Troupe, booked by the Ernie Young Agency and managed by Sunny Bernet; automobile and motorcycle racing, and a society horse show the final two nights.

B. C. Annuals Seek To Hike Provincial Aid

HANEY, B. C., March 24.—More provincial aid was asked by British Columbia fairs at the annual meeting of the British Columbia Fall Fairs Association here Friday and Saturday (16-17), a conclave that drew close to 50 delegates.

E. M. Whyte, Victoria, was re-elected president of the association; A. A. Gibbord, Abbotsford, first vice-president; A. H. Pepper, Ioco, second vice-president; Mrs. Rose Tatlow, Squamish, third vice-president, and L. W. Johnson, Victoria, secretary-treasurer.

Fair dates announced were Chilliwack, August 15-16; Vancouver, August 22-September 3; Armstrong, September 10-13; Comox, August 31-September 3; Sanichton, September 1-3; Cobblehill, September 5; Duncan, September 5-8; Coombs, September 7-8; Lasqueti Island, September 11; Sooke, September 12; Nanaimo, September 13-15; Ladysmith, September 19-20; Alberni, August 23-25; Maridian Heights, August 17-18; Gibsons, August 31-September 1.

Also Squamish, September 3; Port Moody, September 6-7; Agassiz, September 14; Haney, September 14-15; Cloverdale, September 14-15; South Burnaby, September 21-22; Vancouver Horticultural Society, September 28; Mission, August 16-18; Langley, September 12-13; Abbotsford, September 7-8; Alderfrove, September 26; Peachland, September 6; Lilloet, September 13-14; Invermere, August 31-September 1; North Peace River, August 8; Kiskatinaw, August 15; Bridge Lake, September 1; Fort Fraser, September 1; Quesnell, September 7-8, and Francois Lake, September 12.

Tenn. Exec Sees Banner '51 Season

KNOXVILLE, March 24.—Prospects for the 1951 fair season were termed great by E. C. Terry, secretary of the Scott County Fair, Oneida, Tenn., in an address before 75 officials from East Tennessee fairs here Friday and Saturday (16-17).

Key speaker at the annual confab of the group, Terry pointed out that with employment up, fairs could expect good attendance and freer spending.

Much of the sessions here were devoted to panel discussions of plans, problems and prospects for fairs.

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★ FOR ★
PARKS FAIRS
CELEBRATIONS
BILLY OUTTEN
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COMEDY ● THRILLS ● BEAUTY
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WANTED
CARNIVAL OR SMALL CIRCUS
August 31-September 1
FOR ANNUAL AGRICULTURAL FAIR
(1950 Rodeo Attendance 12,000)
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Crafts' Orange Show Business Matches Rainy 1949 Stand

SAN BERNARDINO, Calif., March 24.—Crafts 20 Big Shows, a triple show set-up of the 20 Big, Exposition and Fiesta, closed the 11-day run of the 36th National Orange Show Sunday (18) with business matching 1949, the last time Crafts played the event. Orville N. Crafts, owner, pointed out that in 1949 there were five days of rain.

Crafts' pact with the Orange Show was not disclosed but it was reliably learned that it amounted to almost a 50-50 deal with the shows paying their own operating expenses. Space sold for $20 a foot and also was reported to have covered the guarantee.

For some unknown reason a deal was entered into between the carnival and the Orange Show calling for kids with a wrapper from a 5-cent bag of Circus Peanuts to be given a free ride. With rides on Kids' Day Saturday (17) cut from 20 to 15 cents, Crafts potential take for that day was cut $2,550. He collected 17,000 wrappers.

Shutter Rides

The deal for the peanut company was made by J. J. Kilian, Los Angeles, with the Orange Show and called for the wrapper script to work on all rides. However, at a conference between W. C. Shay, midway manager, Orange Show director and a past president, some of the rides were allowed to remain from 10 a.m. to 5 p.m. when the wrappers were being honored. It developed that Circus Peanuts had a contract with the Orange Show and that it was merely an agreement between the show and Crafts. Crafts freely admitted that he was under the impression that the wrappers were for kid rides, except the ponies.

In return for the 17,000 free rides, Kilian explained, Crafts received free advertising over the *Hawthorne Show* on a Los Angeles' television station for 29 nights. Kilian said the show was being filmed with the movie sent to other stations. Crafts does not play outside of California, except at the Arizona State Fair, Phoenix.

Space Rate Beefs

Beefs on the $20 rate for space were plentiful. Joe Blash Sr., who had cranes and rotaries, said that his business was satisfactory because he "had the location." Norman (Dutch) Schue, who had a Little Dipper, and W. P. Stephenson, with Glass House, were mildly pleased with their takes. Max Kaplan, who had a duck wheel, reported a loss of $220. Crafts declared that it was his first experience in having difficulty collecting the privilege.

Crafts took the opportunity of having the shows' officials as his guests at a steak dinner to tell them of the lack of business. He suggested that the $1 gate be removed and the revamping of the arrangements to make the lot more compact. He cited the fact that he was about a half-mile from the parking lot as one of the reasons for his rides being idle much of the time. Crafts hit the buck gate as a hindrance to people who just wanted to visit the grounds and walk around.

1950 Layoff

Crafts' organizations had 33 rides with four Ferris Wheels and a Spitfire spotted right in the center. There were plenty of towers and six searchlights to create ample flash.

During the run, the shows hosted members of the Pacific Coast Showmen's Association Tuesday (13). Crafts entertained at a luncheon for about 600.

Aransas Pass Sets Hill Org For Oct. Cele

ARANSAS PASS, Tex., March 24.—Hill's Greater Shows will provide the midway attractions at a four-day celebration to be held here this week of October 22-27, Jack Edwards, general agent for State Fair Shows and head of the event's publicity and entertainment committee, announced.

Festivities, which will include a free fish fry, boat races, blessing of the fleet, bathing beauty revue, square dance contest and free acts, are being sponsored by the Chamber of Commerce, Lions, 20-30 Club and the American Legion.

LOROWS INK SIAMESE TWINS

LOS ANGELES, March 24.—The Lorow brothers, operators of the Side Show on the Royal American Shows, closed this week to have the Jones Siamese twins with their unit this season. Nat Lorow, in from Miami on a quick trip, closed the deal. While no price was disclosed, it is understood that the Jones twins, who are joined together at the head, will draw the highest sum ever featured with the Lorow unit. Nat described the price as "staggering."

ROAD CALLS

Gibsonton Clan Preps Trek North

GIBSONTON, Fla., March 24.—With the season's opening fast approaching, this town is losing some of the numerous showfolks who wintered here. Harry E. Wilson will trek north to go out with Morris Hannum Shows again; Al and Kay Stempin plan on leaving soon and Lloyd Serfass, manager of Penn Premier Shows, and his wife left for Goldsboro, N. C., winter quarters.

Of those remaining, Kenneth Peck, Irving Kay and Hot Dog Blevins are making daily fishing trips with some success. Eddie LeMay is on a business trip in Augusta, Ga., and Carl Holtzapfel is likewise engaged in Miami. Buz Sutton and Charley LeRoy were initiated into the Barkoot Club, with the latter now back at The Hut after selling out his dining room. LeRoy will go out with Slim Kelly on John H. Marks Shows.

Grace LeMay celebrated her 56th birthday Thursday (15). Tommy Allen is back here after making several Florida spots. Pat and Eddie Straylau are becoming the home-guards, and Al Tomani, who just retired from the road, has been appointed an official of the local Red Cross drive. Joe Hilton is still doing all right with his coffee route.

Jimmy and Lucy Herrington and Stanley Barbee got in from a Miami trip. Whitey and Kitty Sutton dropped by for a day and then went back to work.

Miami Club Honors Dead

MIAMI, March 24.—Sizable attendance marked the first memorial services for the deceased members of the Miami Showmen's Association and the Ladies' Auxiliary here Sunday (11).

Following an organ prelude by Regian McLindon and the invocation by Chaplain Clarice Dunn, Ethel Weer led the group in a prayer. George A. Brautigam delivered the speech of the day and Chaplain Phil Cook gave the sermon and eulogy. Miss McLindon also sang two solos and the roll call was read by William Cowan and Dolly Young. William Bryant gave the benediction.

Names of 125 deceased members were read in the roll-call ceremony.

JIMMY SULLIVAN BETS ON EIGHTS

TORONTO, March 24.—J. P. (Jimmy) Sullivan, owner of Wallace Bros.' Shows, is betting on a series of eights for the '51 season. His shows, being prepped here in winter quarters, will go out with eight major rides, eight kiddie rides and eight shows.

Everything will be carried on wagons this year, according to Sullivan, and builders are now working to make the Scooter portable and getting one kid ride set.

Pioneer Sets Acts, Pyro, Giveaways

WAVERLY, N. Y., March 24.—Free acts, fireworks and merchandise giveaways all will be part of the Pioneer Shows' tour, with opening date for the org to be April 20 at the South Waverly show grounds. Manager Mickey Percell reports that the show has been enlarged slightly but will be supple enough to handle in-town locations.

Louis (Stretch) Rice has purchased new canvas for his string of stores, and Al Bydiark's rides and concessions are being readied. Mrs. Dengler has booked French fries, and Ann and Duke Doran are putting finishing touches on their new cookhouse and grab stand. They also have purchased a new semi to haul their equipment.

Blance O'Brien will handle press, radio, parades and special promotions. Jim Varn and Howard Johnson both have booked stores, as have June and Harry Becht. A. S. Donaldson has contracted a grind show. All fronts are being repainted and a new one is being prepared for the National Clock Exhibit. Mrs. Mickey Percell will have her bingo and other concessions ready for the opener.

Orville Crafts Inks Fresno

FRESNO, Calif., March 24.—Crafts 20 Big Shows, Inc., were awarded the contract to play the Fresno District Fair here for nine days starting October 5. Deal was based on a per capita charge.

Shows played the 1948 event, with the contract going to West Coast Shows in 1949 and Ferris Greater Shows in 1950. Last year Ferris paid 12.25 cents per admission.

Representing the shows at the awarding of the contract was Orville N. Crafts, owner, and W. Lee Brandon, general agent.

Don Brashear Inks Wamego, Kan., Cele

WAMEGO, Kan., March 24.—American Midway Shows have been contracted to provide the midway attractions at the annual July 4 celebration here, Don M. Brashear, org's manager, said.

The local American Legion, sponsors of the event, were represented by Henry Glover, chairman.

James H. Drew Sets 21 Spots

DUNBAR, W. Va., March 24.—James H. Drew, owner of the shows bearing his name, announced here in winter quarters that the org will open next month in West Virginia and will be out for 30 weeks, closing November 10 in Georgia.

A list of 21 fairs and celebrations signed include Covington and Valparaiso, Ind.; Silverton, Middleport, Loveland, Logan and Addyston, O.; Greenup, Louisa and Ashland, Ky.; Pennsboro, Charleston and Buckhannon, W. Va.; Lavonia, Swainsboro, Metter, Dublin, McCrea and Baxley, Ga.; Newport, Tenn., and Asheville, N. C.

Near Record Year Seen by Coleman

MIDDLETOWN, Conn., March 24.—Dick Coleman this week predicted that the 1951 season will see near-record grosses. While it is unlikely that the takes will approximate the phenominal 1946-1947 results, the records set in any other recent good year will be vulnerable, he said.

Coleman based his prediction on the fact that business is good and constantly getting better in New England and New York, the territory in which he usually routes his Coleman Bros.' Shows. Industry is humming, stimulated by defense dollars, and the benefits of urban earnings will be reflected in bigger rural spending by fair time, he said.

The season's opener, on the shows' own lot here, has been set for April 26, a week later than usual. The latter date has been set in an effort to beat the weather which has frequently put a crimp in this otherwise good stand. Coleman owns his own lot, reported the only one available, and controls the date to the extent that he need not be concerned about opposition.

Sons Are Partners

Coleman returned here this week with his son, Bobby, after a lengthy sojourn in Florida. Another son, Francis, is due back next week. Both sons were recently made partners in the show corporation by their father.

A winter quarters staff of six has completed the refurbishing of all units and the shows are now ready for their first stand, Coleman said. Fourteen rides, 10 shows, 40 concessions and a free act will be utilized. Only important change will be the presentation of the Side Show by Les Nichols, of Boston. Mike Donahue will be back for his fifth season as operator of the Motordrome.

Al Martin, Boston talent agent, was due here this week to discuss the use of a free act with Coleman. Coleman said he would probably use an aerial act.

Personnel mourned the death Thursday (22) of James B. Flanagan, the shows' billposter for 25 years.

Cal Enfield Sets Opener On New Lot

LOS ANGELES, March 24.—Cal Enfield's Fiesta Shows will debut its fourth season April 10 in La Vern, near Pomona.

Enfield said the show will have 6 rides, 25 concessions and 3 shows, moving on 12 trucks and semis.

Official line-up includes Enfield, owner-manager; Darlene Jandt, secretary, and W. A. Crawford, boss mechanic. Area covered during the coming year will be California primarily.

Joyland Bows To Cold, Snow

DETROIT, March 24. — The Motor City carnival season got off to a frosty start this past weekend when Roscoe T. Wade, owner of the Joyland Midway Attractions, set up and opened for business here at Michigan and Joe avenues, his traditional opening stand for two decades.

Initial business was reported "encouraging" despite a chilly Sunday, tho actual volume was naturally small. Local carnival men viewed it as a tentatively good omen for the season. Heavy snowstorm on Monday killed prospects for the week.

Despite the snow, four inches deep, with an additional fall on Wednesday, Wade's brother, W. Glenn Wade, was determined to go ahead with plans for opening both of his units on local lots today, giving the Wade family the only three shows in operation.

Jack Moore Wins At Crystal City

EAGLE PASS, Tex., March 24.—Moore's Southwestern Shows moved here this week after a winning stand at Crystal City, Tex., according to W. Jack Moore, owner-manager.

Moore announced signing three Illinois fairs, Mount Carmel, Carmi and Harrissburg; two in Missouri at Senath and Dexter, and Jonesboro, Ark.

Jones Quits Strates, Joins Pepsi-Cola

ORLANDO, Fla., March 24. — Roy B. Jones has resigned as business manager of the James E. Strates Shows, a post he has held for the past four years, to act as a field representative of the Pepsi-Cola Company.

James E. Strates, general manager of the shows, made the announcement at the org's winter quarters here. To date, no successor has been chosen, altho several are being considered, Strates said.

Jones has had many years of experience as an executive in the outdoor field. Until he joined the Strates organization most of his experience was centered in the circus field.

Jones is understood to have been connected with the Pepsi-Cola Company in an advisory capacity since last fall. Pepsi-Cola recently launched a full-scale effort to secure wider distribution of its product in the outdoor field and Jones's efforts on behalf of the firm are expected to be directed along these lines.

Porter Show Takes Top $$ At S. A. Fair

MIAMI, March 24.—Glenn Porter's Side Show was skedded to arrive here this week from a successful stand at the Grand Fair and Exposition, Caracas, Venezuela, and will immediately join the Cavalcade of Amusements at its Mobile, Ala., winter base.

Show was the top money winner at the South American event and as a result was offered a number of additional contracts, according to Porter.

In order to reach Caracas, equipment and personnel were planed from Miami to Maigettia, followed by a 25-mile highway trek over the mountains. Due to landslides several acts had to be shuttled by air and arrived late.

Talker Difficulties

Local talkers were used, and in spite of language difficulties, the operation went along without a hitch. Personnel there, in addition to Mr. and Mrs. Porter, include Tom and Happy Dot Blackhall, Emmitt and Percilla Bejano, Mickey and Dorothy O'Connor, Josephine Frasier, Johann Peturrson, Bill Sullivan, Nabor Feliz Netzhault and Ralph (Woo Foo) Davis.

In addition to the Side Show, Porter will have his torture and snake units on the Cavalcade. New canvas for all units is expected from the O. Henry Tent & Awning Company around April 1.

J. Flanagan Dies in Conn.

MERIDEN, Conn., March 24. — James B. Flanagan, about 50, for many years an advance man with Coleman Bros.' Shows, died at his home here Wednesday (21).

Flanagan handled advance publicity for the Coleman org and managed concessions for the show. He was formerly connected with Hunt Bros.' Circus.

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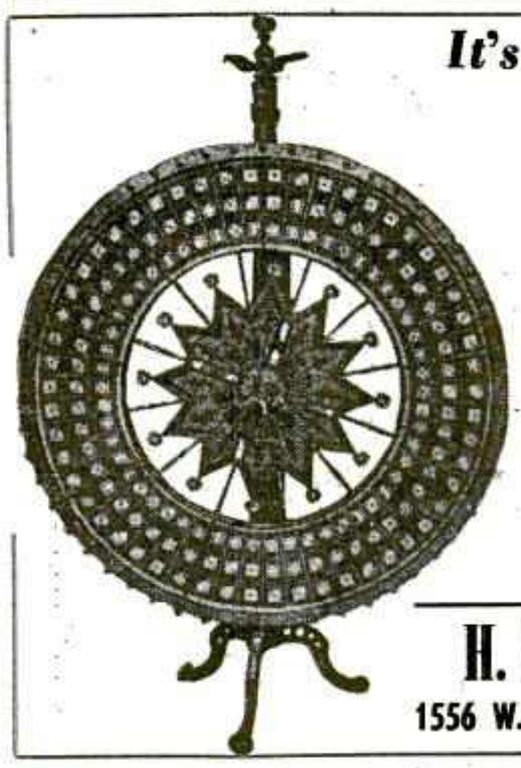

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JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

LAST CALL LAST CALL

Show train will arrive in Washington, D. C., April 1. Opens for 10-day stand April 5.

Want Tower Men—Help for Hi-Ball. Have opening for good Privilege Car Operator. Rheinhart, answer. Can place for Washington, legitimate Grind Concessions. All answer to Washington.

JAMES E. STRATES, General Manager

WANT **DOWN RIVER** WANT

AMUSEMENT COMPANY

Michigan's Cleanest Midway

OPENING APRIL 5—RIVER ROUGE, MICH.

Can use few more CONCESSIONS THAT WORK FOR STOCK. Any worthwhile GRIND SHOW, GLASS HOUSE or FUNHOUSE. RIDE HELP in all departments who can drive.

Useful Show People Answer

10138 W. JEFFERSON, RIVER ROUGE, MICH.
Phone: Vinewood 2-1810.

VIVONA BROS. Combined SHOWS

Opening at New Bern, N. C., Monday, April 2
Cherry Point Marine Base Pay Day

WILL BOOK Monkey or Chimp Show, Mechanical Show and ONE MORE Grind Show. CAN PLACE Frozen Custard for FOUR WEEKS. HELP WANTED: FRONT GATE AND TOWER MAN, Assistant Electrician; FOREMEN for Little Dipper, Octopus and Kiddie Rides, and USEFUL SHOW PEOPLE ALL DEPARTMENTS. Replies to Winter Quarters, Goldsboro, N. C., until Thursday, March 29th; then New Bern, N. C. Opening stand.

WANTED

MAN TO TAKE CARE OF LONG RANGE GALLERY ON BUCK SHOWS ON PERCENTAGE OR 50-50 BASIS.

SID GOODWALT

c/o BILLBOARD, 1564 BROADWAY, N.Y.C., until April 1; then Hendrick Hudson Hotel, Troy, N. Y.

P.S.: Kirby, write.

BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillos, Spindles; Tracks, 12, 15 & 24 numbers. Chuck and P.C. Wheels, Bazaar Mdse. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzles, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pegs, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

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WANTED

FREAKS, USEFUL SIDE SHOW PEOPLE

Long Season on the Pacific Coast.
Time Is Short, So Don't Waste It. State All in First Letter.
H. J. BODE, 216 Willow Road, Palo Alto, California.

CAVALCADE OF AMUSEMENTS

WANT TO BUY—Gentle Elephant, one that is trained and will ride children. Must be priced right for cash. Also will buy 1000 Folding Chairs. (Must Be Steel) All address

AL WAGNER, Mgr.

(Winterquarters) MOBILE, ALA. (Phone: 6-9553)

STOCK TICKETS
10 Rolls ..$ 5.00
50 Rolls ... 19.00
100 Rolls ... 37.00
Rolls are 2,000 each. Size 1"x2"
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10,000 .....$ 8.50
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100,000 ..... 28.00

Midway Confab

Blanche and Eddie O'Brien are en route from Florida to join the Pioneer Shows at Waverly, N. Y., winter quarters. **Mr. and Mrs. Bob Adderton** will come on later from South Carolina. **John Dengler** will act as lot man and electrician. Recent visitors to quarters included **John and Charles Fisher, Mr. and Mrs. H. Snyder, Harry George, Bill Silvers, Mike and Wallace Shaeffer, Mary Rountel** and **Mr. and Mrs. J. Rawson.**

Marion Greater Shows have been booked for the midway of Cleveland County Negro Fair, Shelby, N. C., October 3-6. . . . **Jessie Miller,** formerly with the **Aerial Millers,** has been wintering at Harveys Lake, Pa. . . . **Joe V. Palmer,** retired legal adjuster, has been visiting **Cadet John Yura,** who is in college in Atlanta and will be made a lieutenant in July. Together they visited shows in the area. . . . **Jack V. Hamilton,** formerly with the Curley Vernon show, is now operating a gift shop in Rock Falls, Ill. **Vernon F. Scott,** son of **Mrs. Hamilton** by a former marriage, is now an air force first lieutenant at McChord Field, Washington.

John Gallagher has set a tentative April 23 opening date for the Playland Shows in a Detroit suburb, with a 10-week season in Cleveland to follow, before the show returns to its home territory. Gallagher, who is now able to get about with the aid of cane after a long invalidism, is planning to sell the two drugstores which he also operates.

Herb Shive, general agent of Vivona Bros' Shows, pens from Goldsboro, N. C., that Vivona, Mighty Page and Penn Premier shows are hibernating at the airport of that town, with all three orgs set to spring the first week of April. Vivona will be up in its baliwick of New Jersey in the third week of next month.

Paul Sprague, public relations man for Happyland Shows, is due in Detroit soon to confer with **John F. Reid,** org's owner-manager. . . . **Smitty Frazier,** concessionaire, arrived recently at River Rouge, Mich., quarters of Down River Amusement Company. Others who joined include **Roger Margodt,** from Louisiana, and **George Shinberg** and **Walter Fisher,** of Lansing, Mich. **Walter Shafer** also was due in from Rochester, N. Y., to join the promotion staff.

Turner Scott infos from Daytona Beach, Fla., that the carnival business will be well repped at the Boardwalk there this season. **Cash Miller** has booked his Wild Life Show, **L. C. McHenry** a Ferris Wheel and Scooter, **Jerry Shoup** a shooting gallery and other joints, and **Doc Rutherford** with big snakes. . . . **Bobby Kork** will be with **T. W. Kelley's** Oddities for the eighth consecutive season this year. Unit will be with the John H. Marks Shows.

PLAYTIME SHOWS

FIRST IN—OPEN MARCH 30

Manchester, N. H.; Concord, N. H., to follow. Eighteen choice still spots—eight fairs.

Can place Hanky Panks, Grind Shows, Monkey Drome, Foremen for Wheel, Chairplane, Octopus, Kid Rides. Wire

ED BURR, Manchester, N. H.

GREATER DIXIELAND EXPOSITION

Opening April 7, Alexandria, La.

Place Foremen for Wheel, Merry-Go-Round, Roll-o-Plane; must drive Semis. Other useful Ride Help come on. Need Electrician and Painter. Place Photo, Popcorn, any Hanky Pank, privilege $16.50. Place Fun House, Monkey, Snake or any clean Show with or without equipment. Need Help to take charge of Cook House, also Bingo Help. Bingo Tex, answer. No racket. Free gate. All reply or come on to Winterquarters.

P. O. BOX 581, FOREST HILL, LA.

GLADSTONE EXPOSITION SHOWS

OPENING MARCH 30 MAYFIELD, KY. OPENING MARCH 30

WANT CONCESSIONS—Fish and Duck Pond, Hoop-La, Short Range, Coca-Cola, Fish Bowl, Basket Ball, Ball Games, String, Bumper, Custard, Grab. All Stock Concessions open. Some Percentage. Ride Help on most Rides. Come on, can place you. Must drive. NO DRUNKS. Shows with own equipment, make your own terms. Will book Octopus, Swings, etc., that don't conflict with Tilt, Wheel, Jenny and Comet. Wire, don't write.

FORREST O. POOLE, General Delivery, Mayfield, Ky.

FOR SALE KING FUN HOUSE FOR SALE

Mounted on a twenty-four foot trailer and opens up to a forty-eight foot front, complete with blower and DS-40 International tractor; price $2,500.00. Also Smith & Smith Chairplane, eighteen foot tower, completely rebuilt at factory two years ago, has Le Roi four-cylinder motor with V drive, with DS-40 International tractor and trailer; price $2,500.00. WILL BOOK non-conflicting Concessions that work for stock; no flats or gypsies. Write

THOMPSON BROS., Altoona, Pa.

PAGE BROS.' SHOWS

Want Circus Man with Circus Acts—Dogs and Ponies, to take complete charge of Circus on Midway. Guaranteed salary. Matt Laurish, answer. Ride Men on all Rides, come on, winterquarters now open. Earl Lane, "Kiddie Ride" King, get in touch. Operator for Funhouse and Monkey Show. Box 244, Phone 349, Springfield, Tenn. P.S.: All People contracted, answer. JOE RICHARDSON—DENNIS PEACH.

WANT QUICK

AGENTS, PIN, COUNT AND SKILLO

Also Outside Ride Men who drive. Fast Bingo Counter Man. Will book one Camp. Not over two Readers. Book a few more Hanky Panks. Useful Carnival People. Need Electrician, Girls for Ball Game. Contact all. Wire

LARRY NOLAN SHOWS
BOLBROOK, ARIZ.

DE BLAKER'S AMUSEMENTS

WANTED FOR SEASON 1951

Concessions—Grab, Candy Apples, Pop Corn, Photo Gallery, Hanky Panks of all kinds. No flats, good treatment. Shows—10-in-1, Animal, Jig or any good Show with transportation. Ride Help who can drive. Percentage Agents and General Concession Help wanted. Write, wire or come on.

HAROLD DE BLAKER, Mgr.

Green Cove Springs, Fla., week March 26; Fernandina, week April 2.

'America's Finest Show Canvas'

TENTS—SIDESHOW BANNERS

PLACE YOUR ORDER **NOW**

TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.

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Will Get You Top Money on Any Midway

You can safely flash your best prizes, work for 10¢, 15¢ or 25¢ with our new, attractive, precision built "G" model spindle. 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 45 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top, only $39.50.

$20.00 deposit, balance C.O.D.

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MOTORDROME FUNHOUSE MONKEY SHOW

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John F. Reid, Mgr.

FOR SALE

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2 Ferris Wheels, 1 Merry-Go-Round, 1 Flyer Plane, 3 Light Towers, 2 Search Lights, 3 Tractors, 1 Front Gate Assembly, 1 Rolloplane, 68 Show Wagons, about 18 Railroad Cars, 2 GMC Power Plants, other Tools and Equipment.

Being sold by court receiver. Property located in Savannah, Georgia. For further information contact

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c/o Alexander & Wells
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Augusta's Host to Showmen for a Quarter of a Century (1926-1951)

L. M. (POP) OVERSTREET
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JOHN CHAPMAN

WANTS

Bingo Caller and Countermen; top salary, season bonus. Write only.

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CARNIVAL WANTED

for Labor Day week, September 3d thru September 8th.

Gordonsville Volunteer Fire Company
Gordonsville, Virginia.

WANTED

Partner for complete set of Rides. Must be capable.

For Sale—Tilt-A-Whirl in good condition with new Allis-Chalmers motor. Kiddie Chairplane and 2300, Twenty-Five K.V.A. transformer, or will book same. Write or wire

J. M. McALLISTER

224 1st Ave., South Great Falls, Mont.

SIDE SHOW

People all departments, Freaks and Novelty Acts for Coleman Bros.' Shows. Opening mid-April, Middletown, Connecticut. Also People for building Revere Beach, Boston. Good proposition to Annex Attraction. No Sex. Melvin Burkhardt, Joan Wisnat, Popeye Bob Everhart, Alfred Langevin, write.

LES (NATURE) NICHOLS
General Delivery Boston, Mass.

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Ferris Wheel Operator

For all season's work in Forest Park Highlands, St. Louis. Top salary.

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CETLIN & WILSON SHOWS

Opening Saturday, April 28th, Petersburg, Va.

CAN PLACE—Dark Ride, Little Dipper, Illusion Show, Fat Show, Midget Show or any Ride or Attraction that doesn't conflict. Will furnish wagons for same.

WANT—Want Foremen for Caterpillar, Octopus and Roll-o-Plane. Can place workingmen in all departments.

CAN PLACE—First class, sober Billposter with own truck.

ALL HANKY PANKS OPEN. NO EXCLUSIVE.

All Address Winter Quarters, Petersburg, Va.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING RICHMOND, VIRGINIA, APRIL 16TH

WANT

SHOWS—Any Grind Show not conflicting.

RIDES—Octopus and Rolloplane.

CONCESSIONS—Legitimate Merchandise.

HELP—Due to disappointment have opening for reliable and capable UNION Billposter. Can place Man to handle Tower and Searchlights. Can place Foreman for Kiddie Rides; Second Men for Flyoplane and all other major rides.

Address all replies

MARKS SHOWS P.O. Box 771 Richmond, Virginia

INTERSTATE SHOWS

Want for Dalton, Georgia, April 2-7, V.F.W. Spring Festival, Downtown Location.

SHOWS: Want Acts for Side Show. Want Manager and Riders for up-to-date Motordrome. Will book Monkey Show with own equipment at a liberal percentage. Can place Glass House, Fun House, Penny Arcade. RIDE HELP: Want Foreman for Twin Ferris Wheels who can get both up on Monday, also Foreman for Chairplane, and Second Men on all Rides. Want to buy for cash Tilt-A-Whirl with or without transportation. Must be A-1. CONCESSIONS: All Hanky Panks open. Can use Short Range Gallery, High Striker, Snow Cone, French Fries, Frozen Custard, Chocolate Dip. We have the spots. George Richardson wants Agents for Six Cats and Buckets. Red Striegel, wire. George and Roddy want Agents for Hanky Panks. All who have worked for them before, get in touch. Can use a Show Builder or Carpenter. Replies to

H. B. ROSEN, Rome, Ga.

AMERICAN BAZAAR

SECOND YEAR

Opening Philadelphia, Pa., April 9th, 62nd and Kingsessing Ave. Best lot in Philadelphia.

WANTED WANTED WANTED WANTED

RIDE HELP—Ferris Wheel Foreman and Second Man, Flyoplane Foreman and Second Man, Three Men to operate Kiddie Rides, Train, Kiddie Auto and Kiddie Airplanes; also general Ride and Front Gate Help. Electrician who can handle small Show (sober).

CONCESSIONS—Will book Scales and Age, Jewelry, Ball Game, Water Joint, Pitch, Slum Alley, Balloon Darts, Basket Ball, String Game, Long and Short Range Shooting Gallery, and two Stock Wheels (strictly).

BINGO—Want three Counter Men for Bingo. AGENTS—Want Slum Store Agents and Stock Wheel Agents. Want Man and Wife for Photo Gallery on trailer which has living quarters. Want Man for Custard framed on trailer.

SECRETARY—Want Man as Secretary who knows how to handle taxes. All People connected acknowledge this ad and contact Shorty Anderson, Tom August, Lynn Baker, Mike Whalen, John Mulunich, Vincent Radzvilla and all who were with us last year. Winterquarters open now.

MITT CAMP—John Harrison, drop us a card.

FREE ACT—Billy Segriest, let me hear from you. Longer season.

PERCENTAGE—Agents for all percentage. We work every week. The Show that's just the size to play in the heart of every town where you must draw people, and we have what it takes to hold them. All mail to **6108 Broad St. or phone after 6 P.M. Livingston 8-6515, Contact George H. Harms or Ben Paul, Livingston 8-6515.**

A.M.P. SHOWS *Juggy*

OPENING MARTINSVILLE, VA., APRIL 21. TWO SATURDAYS.

Want Custard, Hoop-La, Pitch-Till-U-Win, Hi-Striker, Bowling Alleys, Balloon Dart, Cork and Lead Gallery, Rotaries, Penny Pitch, Ball Games, String Game, Fish Pond, Mug Outfit and others not conflicting. Ride Help for Merry-Go-Round, Tilt, Chairplane, Roll-o-Plane, Kiddy Whip and Auto. Semi Drivers preferred. Will book Ferris Wheel. Shows with or without equipment: Girls, Posing, Side Show, Monkey, Walk-Thru, Animal, Funhouse, Unborn or any other of merit. People with me before, contact.

All replies to A. M. "JUGGY" PODSOBINSKI, Clewiston, Fla., till March 31. R. 1, Box 370, W. Palm Beach, Fla., till April 10.

SMITH AMUSEMENT COMPANY

OPENING MARCH 29, LAWTON OKLA., FAIRGROUNDS—20,000 SOLDIERS

WANT **WANT**

Photos, Cotton Candy, Floss, Popcorn, Hoop-La, Age and Scales, Cookhouse, must be neat and clean. Want Agents for Rolldown, Clothes Pin, Pan-Pea Ball (Chili, come on). Shows—Fun House, Girl Show, Man to take complete Snake Show. Shows with own equipment. Rides—Pony Ride, Train. Want Tilt-A-Whirl Foreman. Address

ROLAND SMITH, MGR., LAWTON, OKLA.

MIDWAY OF MIRTH SHOWS

Opening Madison, Illinois, April 4—10 Days—2 Week Ends. Will book any Legitimate Concessions that do not conflict. Want Second Men on Rides. Must drive semis. Address

ESTHER SPERONI

c/o Midway of Mirth Shows, Murphysboro, Ill., this week.

CARNIVAL WHEELS

24" - 30"

36" - 42"

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BALL BEARING

IMMEDIATE DELIVERY

BIG 6 WHEEL

SEND FOR CATALOG!

MORRIS MANDELL, Inc.
26 East 13th St. (Dept. B)
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Phone ALgonquin 5-5912

Coleman Bros.' Shows

Opening April 26

Middletown, Conn.

WANT COOK HOUSE & RIDE HELP

Richard J. Coleman

P.O. Box 886 Middletown, Conn.

WANTED TO BOOK

MOTOR DROME

For Sale

MINIATURE TRAIN

Built by Addison in 1948, with new style fluid drive, drive-shafts and brakes. Has many extras and plenty of track. $1,700 cash.

HAPPYLAND SHOWS
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Now Booking

For 1951 season, will book Mitt Camp, and a few more Legitimate Concessions. Want Ride Help for Wheel, Chairplane who drive semi.

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JIMMIE RAPPEL

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P.S.: LOYD FURGESON, WRITE.

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Opens May 2-5, Loves Park (Rockford) Due to disappointment, have July 4th open.

WANT Major Rides not conflicting. Shows with own outfits. Concessions—No grift, no gyps.

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Some open dates.

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Want neat Cook House or Sit Down Grab, Custard, High Striker, Photos, Hanky Panks. Concession Agents who drive. Second Men who drive and operate Ride. Shows—What have you? Opening Vicksburg, March 29th. Join on wire.

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City Park, Vicksburg, Miss.

WANT A-1 CARNIVAL

July 2 through July 7

Iron Ore Centennial, the biggest celebration in the Upper Peninsula of Michigan. Contact

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WANT TO BUY

Popcorn and Peanut Trailer complete or Trailer only. Ice Ball Machine and Flavor Dispensers. What have you?

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Want Concessions and one Grind Show—no Flats. Will book one or two Rides. Address all replies:

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Big Python Snake, 14 ft., clean, healthy good feeder, $200.00. Terms: cash.

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NORTH AMERICAN CIRCUS MIDWAY

Featuring

THE GREAT WILNO

The Human Cannonball

AND 8 OTHER ACTS

Opening Baltimore, April 2 Through 7, Opposite Martin's Bomber Plant

Want Legitimate Concessions, Novelties, Popcorn, Floss, large Cookhouse.

Matinees Daily.

Want outstanding 10-in-1. Will give exceptional proposition to well-framed Fun House, Monkey Show.

Banner Man who can cut it. Have openings for one or two more Kid Rides. Working Men for all departments.

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P. S.—Barney Abel, where are you?

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OPENING WYANDOTTE, MICH., APRIL 19TH

WANT—Funhouse, Mechanical City, Glass House, Unborn, Crime and other Grind Shows; Side Show, Illusion, Wild West, or large Animal Show to feature.

CAN PLACE—Photos, Novelties, Ice Cream and Merchandise Concessions of all kinds. Good territory for Penny Arcade.

Foremen for Caterpillar, Octopus, Merry-Go-Round. Ride Help who drive semis on all rides.

JOHN QUINN

6923 CALHOUN ST. DEARBORN, MICH.

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"America's Most Modern Midway"

LAST CALL LAST CALL

Opening Rome, Georgia, March 31st

Want — High class Colored Minstrel with own outfit — Want

SHOWS — Have complete Motordrome except machines; want Manager and Riders. — SHOWS

SHOWS — Streamlined Train, Boat Ride and Dark Ride or any new and Novel Ride. — SHOWS

CONCESSIONS

RIDE — Snow Ball, Floss, Custard, Pronto Pups, Wonder Bar, Novelties, Photos, Long and Short Range Galleries—HANKY PANKS, Balloon Dart, String Game, Spot, Stock Wheels, Bowling Alley, Ball Games, Hoop-La, Watch-La or any Legitimate Merchandise Concession. (Sorry, no coupons.) All address — RIDE

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March 31 thru April 7th.

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Want for opening date middle of April and balance of season in Southern Missouri. Hanky Panks of all kinds, Mugger, Short Range Gallery, Guess Your Age, Novelties. Want Man and Wife Agents for Hanky Panks; truck drivers given preference. For Sale—Evans Chuck Cage Lay Downs, outfit complete with enclosed 2-wheel trailer to haul same, new tires, all for $100.00. Write to

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Drunks, agitators, save your postage.

Want—SKERBECK SHOWS—Want

Legitimate Concessions that work for stock—will book only one of a kind. Man and Wife with trailer to work Ball Game, Wife to help in Bingo. Good opening for small Cookhouse or Grab. Excellent proposition to all around sober Ride Foreman. Will book two or three Shows of merit. Will book one Ride not conflicting. Booked solid in Wisconsin and Michigan until the snow flies.

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HAWAIIANS—WANTED—HAWAIIANS

Strong Steel Player, Musicians, Feature Dancers; real Hawaiians, must be first class and young for legitimate Hawaiian Show. For the season on ROYAL AMERICAN SHOWS, playing Canada and United States leading fairs. Show opens May 5th, Memphis, Tenn. Send letters, wires and photos to

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FOREMEN FOR MERRY-GO-ROUND, FERRIS WHEEL and TILT-A-WHIRL. Good wages. No drunks. Must drive semis. Season's work Chicago lots.

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Help on all Rides. Must drive semis. Join at once.

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TEN ERIE DIGGERS

Eight Hundred Ninety-Five Dollars Cash. Good condition.

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Of all kinds, no Gypsies. For Sale, 37½ Kw. General Electric Transformer and Switch Box, mounted on trailer. For sale, Pop Corn Wagon with new Floss Machine, will book. Dates wanted.

WORTH SHOWS, Anoka, Minn.

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Shows With or Without Equipment. Also Cookhouse, Hanky Panks. Can Place Sober Ride Men. Address

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Kingsville, Tex., this week.

P.S.: Dale Parish, Wire Me.

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Need Monkey Show

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New 10 ft. Concession Trailer; will sacrifice for $325.00. Also P-38 Belly Tanks. $8.00 each.

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No. 5 Eli Wheel, '47 Model, like new, 34 ft. Nabor's Van Trailer, '47 model with Dodge Tractor. Cash, $8,000. Wire or write

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Wants Merry-Go-Round, Ferris Wheel, Kiddie Ride—July 27-28. Big crowds. No Concessions—No Gypsies WANTED.

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AMERICAN LEGION

Will sponsor Carnival for July 1st thru July 7th. Army Post to have 35,000 by June. Population of town 40,000. Contact

E. J. FLYNN

BOX 402 LAWTON, OKLAHOMA

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 24. — Vice-President S. T. Jessop was in the chair at the regular Thursday (22) meeting. Also at the table were Joe Streibich, secretary, and Ernie A. Young.

George Olsen has left the hospital and is recuperating at his home. Clifford Darling and Treasurer Walter F. Driver are still confined, with no late reports on W. C. Deneke and W. O. Perrot.

Vince McCabe was in town to arrange for burial of his sister who died March 20.. Jack Kaplan back from a Southern trip. Harold Ardner and Carl A. Mann back after long absences. Marriage of R. C. McCarter and Marion Jeanette was announced.

Memberhsip cards being held for Tommy Martin, John Hardman and Wilborn S. Robertson. Mail here for Bob Sugar, Jack Jacobsen and Harold Bacon.

Recent callers included Maxie Herman, Abe Raymond, Ed Sopenar, Lester Davis, William Meyers, Cecil Meyers, Harry Mamsch, Hadji Delgarian, Henry F. Thode, John F. Courtney, Sam Menchin, Pete Norman, Oliver Barnes, Sammy Beyers, George Brooks, Rev. Marcel Lavoy, Benny Mallon, Sam Arenz, Robert Hughey, Eli Rudick, Al Kaufman, Whitey Lehrter, Foxy Goldfen, William Hetlich, Harry Simonds and Silent O'Brien.

Ladies' Auxiliary

Regular meeting was held Thursday evening (15), with quite a large attendance. We had our treasurer, Lucille Hirsch, and chaplain, Phoebe Carsky, back on the rostrum. From the sick list we deduct Edith Streibich, Viola Blake Parker and Blanche Latto. We have report that Ann Slyster, Mom Wasserman and Grace Brown are still on the sick list. President Lillian Glick will be back next week from Florida. Ann Belden and Nan Rankine are in Florida. Isabelle Brantmann was present at the meeting. A box of homemade cookies, donated by Harriet McBeath, was won by Leah Brumleve, and a set of Chantilly perfume and sachet, donated by May Taylor, was won by Isabelle Brantmann.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, March 24. — George A. Golden, president, was in the chair for the final meeting of the season Tuesday (20), attended by 94 members. Also on the rostrum were George A. Hamid, Carl J. Sedlmayr and Robert K. (Bob) Parker.

Bennie Weiss, chairman of the directory, reported on summer plans, and Sam Solomon reported on the new building in the absence of Chairman Alton Pierson, who recently left for the road. Carl Hanson filled in for Secretary Ralph N. Endy.

Carl J. Sedlmayr gave a brief talk on the coming season and as chairman of the building fund urged co-operation of the members in completing the new clubhouse. George A. Hamid, Bob Parker, Cowan and President Golden also spoke.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 24.— Meeting of March 20 was conducted by Bessie Mossman, president. Also present were Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer. Invocation was given by Edith Streibich, chaplain. Welfare chairman Ann Sleyster is home with a virus infection. Other members reported on sick list are Veronica Potenza and Ann Brahm. Sympathies are extended to Clara Etta Barker on the death of her father, David V. Arnold, who was 88½ years old. Club also sent a floral piece.

Helen Wettour, general chairman of spring party being held April 7, reports donations are coming in nicely. Cash donations came from Ruth Bernauer and Eva Leroy. Bobby Revolt donated a lighter. P. P. Pearl McGlynn is gathering up articles for rummage sale and may be contacted at 1532 W. Jackson Boulevard. Edna Stenson and Sohpia Gleason are still in Florida. Esther Meyers is still doctoring an eye infection.

President Mossman completed arrangements for installation which will be held November 26 in the West Room of Hotel Sherman. Headquarters for annual Round-Up will be in Emerald Room November 24 thru 27. Eighth annual birthday party will be held in clubroom April 17. Wanda Derpa is in charge of refreshments. Louise Donahue pledged a turkey and Anna Graebert donated cash toward coffee. All members present pledged their donations for pot-luck dinner. Evening awards donated by Mae Taylor and Bessie Mossman went to Helen Hoffmeyer and Lillian Lawrence. President Mossman and Lillian Lawrence will be hostesses at social March 27.

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 24. — Glad to report that Jerry Gottlieb has been discharged from the hospital and is feeling much better. However, the doctor advises no visitors as yet. Joseph Horan reports that he just left the hospital for a short time but expects to return for a check-up. On the sick list is Myer B. Pinsker at Harkness Pavilion here. He underwent surgery and is improving daily. Sam Weisser is still at the Franklin Delano Roosevelt Veterans Hospital, Peekskill, N. Y.

Barn dance held in the clubrooms Saturday night (17) was a financial success and the entertainment committee, headed by David Brown, worked hard on the affair. The television room was heavily thronged all week, with the Senate Crime Investigating Committee at work in this city.

President Emeritus George A. Hamid just returned from a visit to Miami where he was welcomed by many members who were there. Among recent visitors were Martin Gray (Sonny Kelly), George Siegel, Louis Rosshandler, Harry Horner, David Solomon, Louis Weinstein, Jack Seigel, Julius Roth, Louis Light, Harry Krasnow, Francis Kelly, Andrew Stryker, Samuel Karp, Willard Stanbury, Joseph Walker, Jack Agree, the Berk brothers, Sam Finkel, Ben Rosenberg, Louis Reiben, Murray Friedland, William Miller, Harry Gold, Morris Black, Ben Herman, Charles Reich, Sam Bibring, Arthur Campfield, Henry Kaufman, Stanley Wathon and Lee Lewis.

Next regular meeting will be Wednesday (28).

Ladies' Auxiliary

Due to the fact that President Ethel Shapiro was out of town and Magnolia Hamid, vice-president was absent, Ann Brown, secretary, conducted the last meeting.

Members are urged to buy tickets for the Donors' Luncheon. Dode Allen, Leah Greenspoon and Kate Benet Vesley, members long absent, were heard from recently. Rose M. Rosenberg is still at Cumberland Hospital, Brooklyn, N. Y.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 24.—M. J. Doolan, president, conducted the Monday (19) meeting with Lou Manly, secretary; Al Weber, treasurer, and Charles Zemater, Chicago booker, on the rostrum.

Committee reports were favorable and five new members and a reinstatement were approved. New members are Kenneth C. Beatson, Howard Hoss, Max Miller, W. P. Stephenson and Harry P. Spellman. Joseph Silva was reinstated.

Sam Dolman reported on the Showmen's Day event at the National Orange Show where members were guests of Orville N. Crafts. He thanked Steve Vaughn, Joe Mead, Red Crawford, Mike Doolan and the Ladies' Auxiliary for their work.

In the sick and relief committee report Jim Dunn said that Marshall Brown was soon to be released from the hospital. Dolman reported that Joe Krug, a past president, had suffered a heart attack at the orange show, where he had eating concessions.

Introduced at the meeting were Zemater, Poodles Hanneford, Harry Fink and Bill Wilcox.

Greater Tampa Showmen's Assn.

Tampa, Fla.

TAMPA, March 24. — Regular meeting was called to order March 12 by First Vice-President Nat Rodgers. On the rostrum were C. J. Sedlmayr Sr., third vice-president; Gene Berni, secretary, and Whity Golden, president of the Miami Showmen's Club. Seventy-six members were present. Chairman of the cemetery fund is C. J. Sedlmayr Jr.; co-chairman, Cliff Chambers; committee, Rit Chambers, Ray Myers, Harry Julius, Gene Berni and Glen Porter.

The blood bank contains 28 pints to date. Six more pints were added at this meeting. The donors were Pat McGee, Tommy Thomas, Slim Kelly, Harry Rubin, Nat Rodgers, Harry Hauk. The goal is to have 50 pints in the bank by the time the season opens. Letters were read from Eddie Brown, of the Los Angeles Showmen's Club, and George Hamid, past president of the National Showmen's Association of New York.

In spite of the crowd leaving for the season, the Saturday night dance and floorshow was well attended. Guest stars from Ciro's Supper Club appeared on the program. Among the guests to sign the register this month were Judge and Mrs. W. H. Russell, of Port Arthur, Can.; Mrs. J. A. Crozur, of Port Credit; Bill Darden, San Antonio; Joseph L. Mann, San Francisco; Shirley Rennet, Toronto. Uncle Joe Earley, 82, underwent two operations this winter.

Ladies' Auxiliary

Mrs. Paul Keider, president, was in the chair at the final regular business meeting of the year, attended by 53 members. Also present were Mrs. Eddie Young, first vice-president; Mrs. Nat D. Rodgers, second vice-president; Mrs. Everett Fillingham, secretary; Mrs. Elton Edwards, corresponding secretary, and Mrs. Jimmie Owens, treasurer.

Mrs. Kleider presented Mrs. Fillingham with a gold membership card, diamond mounted, the gem being donated by Geraldine Gaughn. The auxiliary has reached 86 per cent of its Red Cross quota, with two more weeks to go. Martha Wagner is leading collector with Effie Thompson second.

Letters were read from Jeanne Thompson and Ned Torti. Donna Mitchel made her first appearance as a member. Geraldine Gaughn announced books would be sprayed to preserve them during the summer. All committees were asked to keep functioning as well as possible during the season.

Next regular business meeting is skedded for November 21, with the board to convene the day previous. Esther Young won the door prize.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 24. —About 150 members of HASC and the Auxiliary gathered in the dining room March 16, the occasion being the annual pot-luck dinner. Dorothy Hugo, Trixie Clark and the committee, prepared the dinner. Invocation was given by Chaplain Al C. Wilson, and Presidents Capt. E. H. Hugo, and Ruth Gordon welcomed the members. Mrs. C. W. (Mother) Parker told of the inception of the pot-luck dinner, which has become a tradition. This date being the birthday of Lorelli Hugo and Margaret Ansher, the ensemble sang *Happy Birthday*.

A board of directors meeting was held following the dinner and the time limit of the reduced membership fee was extended from April 1 to October 31. This was followed by the regular weekly meeting with President Hugo presiding. During the meeting the books for the drawing for about 20 prizes at the annual banquet and ball was discussed and the membership contributed $100 for the first prize. F. W. Warfield donated a $75 Gruen watch. The Saturday night jamborees have closed for the season. Ted Cory left March 19 to joint the 20th Century Shows. H. S. (Curley) Clark and wife leave for Arma, Kan., to join the Bogle Shows. Carl Myers was elected to membership.

WHEELS OF ALL KINDS

HORSE RACE, BIG SIX, MONEY, MERCHANDISE, PENNY PITCH, BOARDS, OVER-UNDER, LAY DOWN CLOTHS, ETC.

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WANT—WANT

Girls with or without experience. Salary plus bonus. Ticket Seller who can drive Truck. Wire, don't write,

CLARENCE THAMES

Rockingham, N. C.

MYERS SHOW

Opening in Atlanta, Ga., at Scottdale Park.

Book Hanky Panky. Want Agents. Howard Jaillet needs Man and Wife for Kiddie Ride and Concessions. Address:

William Myers, Mgr.

Scottdale, Ga.

FOR SALE

Large size Electro Freeze Custard Machine and 10 Kw. Power Unit and 3-Hole Dipping Cabinet, all mounted on 1½-ton Truck, all in good shape, $1,700.00 cash.

MR. R. J. PUTNAM

1900 Court Street Saginaw, Mich.

Phone: NO. 9619

WANT

A Good Carnival for

SUMMER FESTIVAL

Any week starting first week in July through week of August 14.

Write in care of

THE HUB OIL CO.

Cadillac, Mich., or Phone 88

FOR SALE

Williams streamlined all aluminum gasoline driven Miniature Train. Streamlined Engine and four cars. Track sets up 110x30 foot oval. Complete with ticket booth, lights, and chain fence. Will sell very reasonable for cash. Also one Horsepower Motor and Tower for Airplane Ride.

ALICE M. BENOIT

LaJunta Village LaJunta, Colorado

WANTED

7-Car Tilt, good condition. State year and price.

BOX D-10

% The Billboard, Cincinnati 22, O.

WANT DROME RIDERS

Men or Women for Silodrome. Long Season with Railroad Show. Good pay and tips.

F. E. EGBERT

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8-CAR OCTOPUS RIDE

Good mechanical condition. For quick removal, $3,000.00 cash. Need the truck.

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Meetings 2nd and 4th Wednesday each month

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Initiation.....$10.00

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Want for season

GLASS HOUSE
FUNHOUSE
PENNY ARCADE

G. P. O. BOX 1488, DETROIT 31

No. 12 Eli Wheel For Sale or Trade

For small Merry-Go-Round. Must be in good condition.

STRONG'S AMUSEMENT COMPANY
Hugo, Oklahoma

POPCORN WAGON

SACRIFICE — All new electric equip. Large cabinet popper, display peanut warmer, floss machine. Glass all around. Stainless steel table tops. Level floor low to ground. Will send photo.

D. M. WIESNER
2743 S.E. 38 Ave. Portland 2, Ore.

WANTED

Rides and Concessions for 3-day event, June 22, 23 and 24, under auspices of Mount Clare Fishing Club, Mount Clare, Ill. Located in center of upwards of 25,000 population. For further particulars write

BEN VAN ETTEN
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JIMMIE BYERS WANTS

RIDE HELP AND TICKET SELLERS

FOR PARK RIDES

No Put-Ups or Tear-Downs. Basil Coleman, get in touch with me. Have good proposition for you.

J. W. BYERS
3303 W. Broadway, Council Bluffs, Iowa

NOW BOOKING CONCESSIONS

Old Settlers' Day Celebration and American Legion Festival

COLUMBIA CITY, IND.

August 8-9-10-11, Incl.

Contact J. W. HANCOCK or BYRON W. BEAVER, Columbia City. No Flats, P.C. or Gypsies.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

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VARIETY SHOWS

Percentage basis only. Two nights of good work. Write

DON FANTINE
AMERICAN AMUSEMENTS
1340 Market Street Linwood, Pa.

Opening Date Changed to April 2

All contracted, contact at once. Want—Concessions of all kinds, Help and Office Concession Agents for Ball Games, P.P., etc. Ride Help who drive. Will play Oklahoma, then Nebraska and South Dakota Celebrations. We are going places in '51. For sale or trade or lease, will book same on show, one 14x28 Bingo, one 36' Athletic Show Top, A-1 shape.

Dickson United Shows
RAVIA, OKLA.

DICKERSON SHOWS

Open Boston, Ga., April 2nd, and four weeks on Macon, Ga., lots; then north for our proven route.

Place Hanky Panks of all kind, one of a kind. Place some P.C. if you have Stock Stores. Place P.C. Dealers, Ride Help; Bob Shelton, answer. Place Help in all departments. For Sale—Six or eight Diggers and Top complete. All address:

FRANK DICKERSON, Boston, Ga.

TRAILER FOR SALE

Completely equipped to sell Popcorn and Candy Floss. Asking

$700.00

Apply 91 Canton St. Providence, R. I.
Or Call Temple 15393

BALL GAME, 12x14 Anchor Top, complete
BALLOON DART, 10x10 with flash
New 8x8 Center Outfit, Blue and Red Top
ALL WITH FRAMES

White Masonite Sides, with Snow Cone Equipment; '37 International, equipped to haul five Concessions. All in good shape. Will sell all or separate.

A. R. CREEVEY
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YAGER UNITED ATTRACTIONS

Opening March 31 to April 7, Caraway, Ark. Want—Auto Ride, Cookhouse or Sit Down Grab, Diggers, Ball Games, Coke, Hoopla, Scales, Long Range, Glass, Fish Bowl, Fish Pond, Clothes Pins or what have you. Wire Caraway, Ark.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, March 24.—With President David Friedenheim leaving for the North, First Vice-President Lillabel Williams has been presiding at the meetings. Second Vice-President Larry Nathan has been making some of the spring fairs. Virginia Kline has gone to Mexico City with Marie Kortes, and Jerry and Gladys Macky have departed for Portland, Ore. Myrtle Hutt is in San Francisco.

Bill Meyer is still at Palo Alto with his rides. A number of members worked at Indio Fair and the Orange Show at San Bernardino, among them Sam and Lucille Dolman, Ethel and Joe Krug, Ed and Peg Butler, Fay Curran and Sis Dyer. Babe Miller, chairman of the bazaar committee, has been working to line up prizes for the bazaar books. June Gilligan, membership chairman, has brought a new member and each member has pledged to bring in at least one new member during the year. Tillie Palmateer, chairman for the sick, reports that Spot Ragland is better and Mae Moore and Margaret Griebler in hospital for surgery. Virginia Kline and Helen and Fred Smith furnished the lunch at one meeting and Jetta Clancy prepared a ham dinner the next meeting.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, March 24.—The regular meeting was called to order March 12 by President Fred Weidmann. At roll call of officers, the absence of Vice-Presidents Kindel, Masseth and Helwig, also Corresponding Secretary Albert Roche was noted. Al Rodin, Frances Seber and Nate Cohn were called to fill in. The following are new members: Andy Marefos and Gladys A. Wheeler. Communications: Letters were read from Helene DeCenzie and William P. Tilden, Veterans' Hospital, Downey, Ill. Letters of thanks and appreciation were sent to Mr. Tilden, for his generosity to Show Folks, and to Miss Betty May, for contributing her Kiddie Revue for the entertainment of Show Folks at our annual Hi-Jinks.

A recess was taken for the pot of gold. The holder of the winning ticket, Arthur Unger, received $20 which he donated to the refreshment fund. Sick and relief: Nellie Baker Ramsey reported the serious illness of her husband, Fred Ramsey, who is at the Marine Hospital. Fred Weidmann reported placing a wreath on the monument at Show Folks Rest, Olivet Memorial Park. Jean Boehn reported the illness of Moe Eiseman, Joe Borel, Jack Brooks and Annie Law. Harry Seber reported on the condition of Sam Landesman, Ralph Deering and First Vice-President Bill Kindel. Cards were asked to be sent to H. L. Finch, Room 1801, St. Joseph's Hospital, Houston, Tex.

Executive Secretary Harry Seber gave a detailed report of the successful Hi-Jinks, held in our clubrooms, March 5.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, March 24.—On the rostrum March 15 were President Estelle Regan, Treasurer Norma Lang, Secretary Verne Schantz, Social Secretary Babe Weinstein, Chaplain Rose Brown. Card party was a big success. Mrs. Bee Dawson donated a large table lamp as first prize. All members donated attendance prizes.

The annual St. Patrick's Day party was a big success, drawing 150. Chef Edwin Schantz was in charge of the supper, assisted by Red Kelly, Verna Schantz, Clara Campbell, Estella Regan and Teresa Sidenberg. Among those attending were Mr. and Mrs. John Lance, Esther Speroni, Mr. and Mrs. John Francis, Mr. and Mrs. Sid Belmont, Mr. and Mrs. Schultz Jr. and Sr., Mr. and Mrs. George Regan, Rose Brown, Mr. and Mrs. Leo Lange, Mr. and Mrs. Dee Lang, Mr. and Mrs. John Delaney, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Ed Schantz, Mr. and Mrs. Ed Campbell, Mr. and Mrs. Von Brerhan and daughter, Elsie Wear, Faye Davis, Jeanette Hart, Mary Thompson, Mr. Flannigan, Mr. and Mrs. C. Chaney, Lela Graber, Joan Lipsky, Nora Ggynia, Babe Weinstein, Les Schumacker, Al Prosperi, Sy Horwitz.

Woody Woods ork furnished the music, and Mr. Silvers, the entertainment.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, March 24.—First Vice-President Harry Zimdars presided at the March 15 meeting in the absence of President Noble Fairly, with Clint Shuford, secretary assisting. Also on the rostrum were Charles Weaver, third vice-president, and Clayton Holt, treasurer. Members returning from Florida were J. C. McCaffery, Paul Olson, Alfred Kunz, Moe Eberstein, Patty Conklin and Bob Purvis.

Club's members, along with Ladies' Auxiliary, netted $150 for the American Red Cross drive, the proceeds from a bingo party held March 13-14. Cold weather kept attendance down. St. Patrick's Day party and dance was well attended, with some members driving 150 miles to attend. Noble Fairly won the door prize, an imported Hindustan blanket. Club voted to sponsor a boys' club baseball team during the summer. Recent visitors were Capt. and Mrs. Klatzco, Mr. and Mrs. Del Crouch, Carl Lauther, and Mr. and Mrs. Johnnie McDonald.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

The Auxiliary entertained members and friends at the St. Patrick's Day party in clubrooms March 17. Attendance was well over 200. Program and party was directed by Margie Mansell. Her committee consisted of Frances Moran and Tina Wiener at the buffet lunch; Lottie Johnson at the refreshment table; Bernice Stahl, cashier; Betty Greeley, Clara Silber, Grace Zeigler and Charlote Richardson.

Main ballroom for dancing and show was decorated in green. Floorshow consists of Margie Mansell, as mistress of ceremony; Al Suraz, soloist; Gordon Mitchell, harmonicas; Gerry and Marilyn, accordion players; Lois Elaine Billings and Loa Zay Sheridan, dancers; Edward Ford, singer and story teller. Al Werner and orchestra furnished the music.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, March 24.—President Millie Cepak presided at the March 19 meeting. Martha Moss, secretary, and Pearl Vaught, treasurer, assisted. Back after recent illness were Margaret Sandell, Pearl Vaught, Edna Hacker and Jack Young. Chaplain Evelyn Harrell has pneumonia. John Bailey, Tulsa, Okla., is visiting his daughter, Ketta Lindsey. Betty and Bob Harris and Lil and Blackie Schofield have left for Fort Smith, Ark., to join the 20th Century Shows. Allyne Morency has joined her husband at New Liberty Park, Buffalo. Corrine Greer is in Fort Worth with Easter egg demonstration.

Wanda Byrd, back after a long absence, won the door prize, and Pearl Vaught, the raffle. Prizes were donated by Sally Murphy. Doughnuts and coffee was served by Edna Hacker. A surprise house shower was given for Joe and Sally Murphy at the clubrooms March 18. Ninety members and friends attended. Martha Moss, Betty Harris,, Margaret Pugh and Grace Tinder were hostesses.

Punxsutawney Awards Beam Midway Pact

PUNXSUTAWNEY, Pa., March 24.—Punxsutawney Fair, which was revived last year under the sponsorship of the local Chamber of Commerce and the Vocational Agriculture Department of the local schol system, has set its dates for 1951 at August 27 thru September 1, with Beam's Attractions holding the midway contract.

Concession space will be booked thru the Beam org and the Chamber of Commerce. Due to the success of the revival, which drew 51,000 persons, officials of the event are looking for a 75,000 turnout this year. Doubled exhibit space sales are in view, with more livestock registered for the fair and an augmented home economics display.

Eddie Young's Royal Crown Shows

"AMERICA'S FINEST CARNIVAL"

LAST CALL LAST CALL

Opening March 31, Albany, Georgia

The Finest Route of any Truck Show in America

Lot to be laid out March 30. All People contracted report there. Also wire us confirming space required. Show leaves Tarpon Springs, March 28.

CAN PLACE FOR SEASON

CONCESSIONS	Jewelry, Novelties, Scale, Age, Ball Games, Fishpond, Darts or any Hanky Pank.
RIDES	Will book Caterpillar, Looper, Rock-o-Plane or Rides not conflicting.
SHOWS	Any well-framed worth-while Grind Show.
RIDE HELP	Wheel Foremen and First and Second Men for other Rides. Must be sober and drive semi trucks.

Sign Painter, Calliope Player for season

All replies to

E. L. YOUNG, Mgr.
ALBANY, GA.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Lake Charles, La., March 26-31; then Lafayette, La., and Hammond, La., Strawberry Festival.

Can place a few legitimate Concessions: Hoop-La, Heart Pitch, American Palmistry, Pitch-Till-U-Win, Glass Pitch, Custard, High Striker, Scales and Age, String Game, Novelties, Bowling Alley or any new or novel Stock Concession. Ride Help: Second Men on Tilt, Chairplane. Curley March wants Colored Performers, no tickets advanced. Manager for office-owned Snake Show. Will book Ten-in-One, Illusion, Monkey Show, Mechanical, Glass House, Fun House, or what have you? Must have own equipment. All replies:

ED GROVES, Mgr., Lake Charles, La., thru April 1; Lafayette, La., April 2-15.

JOHN DENTON'S

GOLD MEDAL shows

Marietta, Ga., This Week

Can Place Big Snake, Wild Life, Fat Show and Unborn. Want Penny Arcade and Cotton Candy. Will sell X on Custard. Want nice Pony Ride. Contact

JOHNNY DENTON

Want Cookhouse Help. John Thomas, Jack Cameron and Curley Hinson, come on.

FOR SALE FOR SALE

Equipment for Wild Life Show. 1 GMC Truck, stake body, 15 feet long. 19 Galvanized Floor Cages. 1 Collapsible Ground Cage. 1 Used Top, 3 pc. laced, 30 ft. by 60 ft. $800.00 cash. In storage now.

W. D. LEAVENGOOD
401 EAST FRANCIS AVE. PITTSBURGH 27, PA.

WANTED

C. A. STEPHENS SHOWS

LAKE CITY, FLA.; THEN FITZGERALD, GA.

Concessions working for stock. Rides—Need Foremen for Wheel and Swings, Second Men on Tilt. Those who drive preferred. Mechanic with tools for trucks, ride motors. Grind Shows, come on. Bud Point wants "Polack Red," Kelly Weber to contact. For Sale—1 Marks-Fuller Photo Machine.

LAKE CITY, FLA., THIS WEEK.

OIL STATE SHOWS

Fun for everyone. R. R. (Hawkshaw) Davenport—Two Saturdays—Free Gate. Opening Sat., March 31, downtown Waskom, Texas: Smokestacks here, smoke a-rolling, 3 plants here, two pay days weekly. Want Concessions—Photos, Popcorn, Sno Apples, Small Bingo, Small Flashy Cookhouse, must be clean, Balloon Dart, P.C., Ball Games, Six Cat, Cork Gallery, Fish Pond, Set Joint, Jewelry, Scales and Age. Mitt Camp. Sorry, no Flats. Want Shows—Monkey, Walk Thru (O'Dell Middleton, come on), flashy Girl Show with your own equipment (Heddy Jo, answer), Athletic, Mechanical (Sailor Evans, come on). Want Rides—Wheel, Jenny Mix-Up. The following people, contact at once—Harry Lamon, Tommie Henderson, Pete Lamb, J. D. Faulkner. Call 30175, Shreveport, La.

ROSS MANNING SHOWS

Week March 26 to 31st, Blackstone, Va.; Richmond, Va., to follow. Can place Long Range, Duck Pond, Ball Games, Darts, Custard, and Slum Stores. Ride Help: Can place Wheel Foreman and Help who drive semis. Write or Wire

ROSS MANNING
BLACKSTONE, VA.

BEAM'S ATTRACTIONS

Want first-class Show Artist and Painter, report immediately. Top wages. Concession Help for Candy Floss, Ice Cream, Ball Games, other Games. Second Men who can drive for Caterpillar, Spitfire and Kiddie Rides. Experienced Mechanic, report immediately. Winter quarters now open.

Write or Wire M. A. BEAM, WINDBER, PA.

All previously Hired Help report April 1st.

STOCK TICKETS
One Roll ..... $ 1.50
Five Rolls 4.50
Ten Rolls 6.50
Fifty Rolls 22.00
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x2

The creed of the true saint is to make the most of life and to make the best of it.

Roll, Machine Folded, Reserved Seat — TICKETS — Coupon Books, Strips, Contest

THE TOLEDO TICKET COMPANY
114-116 Erie St.
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash With Order Prices:

Roll or Machine		Double Coupons, Double Price
2,000	$ 6.90	
4,000	7.80	
6,000	8.70	
8,000	9.60	
10,000	10.50	
30,000	15.50	
50,000	20.50	
100,000	33.00	
500,000	133.00	
1,000,000	258.00	

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WANTED
TILT, OCTOPUS and ROLLOPLANE FOREMEN
Come on. Can place Snake, Animal, Side Shows.
Thomas Joyland Shows
Circleville, Ohio.

DAN DONNINI
Care Harrison Greater Shows, Aiken, S. C.
WANTS AGENTS
Slum Skillo, Razzle, Pin Store. Help to up and down joints and Bingo Counterman. Also Bingo Caller.
Opening March 30, Aiken, S. C.

Producing America's Best Carnival and Circus Side Show
BANNERS
SNAP WYATT STUDIOS
RT. 3, BOX 1180 TAMPA, FLA.
Phone, Write or Wire

WALLACE & MURRAY Shows
A. L. WALLACE, Mgr. FITZIE BROWN, Bus. Mgr.
Opening March 29 through April 7, Highway No. 1, Augusta, Ga., near Camp Gordon. BIG SOLDIERS' PAY DAY.
Can place Man with people for Sideshow. Must be able to take full charge. We have complete outfit, including transportation. "Whitie" Sutton, can place your Sideshow. WILL BOOK Snake Shows, Wild Life, Monkey, Mechanical or any other money-getting Shows. WILL ALSO BOOK Octopus, Rolloplane, Spitfire, Kiddie Trains or any other Rides not conflicting. CAN PLACE legitimate Concessions of all kinds. CLIFF OSTEEN wants Girls to open Thursday in Augusta. Girls who worked for me before, come on or contact. Top salaries as always. Wardrobe and transportation furnished; tickets if necessary. Girls address Room 205, Jackson Hotel, Augusta, Ga. Toni Lee and Little Red, come on. All others address:
AL WALLACE OR FITZIE BROWN, BOX 896, AUGUSTA, GA.

ROYAL DUKE SHOWS
High Point, N. C., April 2 to 7. The first and only show to play drive-in theatre lot between High Point and Thomasville. This date followed by Draper, N. C., and Lynchburg, Va.
Rides—Will book or buy Merry-Go-Round. Can place set of Kiddie Rides; Bill Jones, wire. Place Spitfire or Tilt. Shows—Want Snake Show, small Side Show, Motordrome, any new or novel Show with own equipment. Concessions—Owing to disappointment, can place Bingo. Want French Fries, Custard, Age, Scales, Arcade, Long and Short Range, Ball Games, Water Joints, any and all Hanky Panks at live and let live price, $20 week. Opening for Rat or Pan Game. Place Man for office-owned Wheel and Spindle. Agents for Count Stores and Skillos. Help—Place useful Carnival Help, Ride Men that drive, Girls for office-owned Girl Show. Want Man to build and operate Six Cat; Fingers, wire. All address:
BILL PORTER
Rockingham, N. C., this week; then per route.

CAPITAL CITY SHOWS
Want Cookhouse that caters to Show People, Long Range, Short Range, Snowballs, Arcade. Legitimate Stock Concessions of all kind. V. L. Collier can use Agents for Six Cats, Swinger and Count Store.
Shows—Monkey, Wild Life, Funhouse or any Grind Shows. Manager for Minstrel Show with people. Mose Turner, contact. Have 65-foot Semi Panel Front.
Rides—Kiddie Cart, Pony or Train. Second Men on all Rides that drive Semi.
All Replies to
J. L. KEEF, Bainbridge, Ga.

WANTED - - WANTED
OPENING APRIL 7, HOPEWELL, VA.
Can place all kinds Legitimate Concessions.
SHOWS—Can place immediately due to disappointment, Animal or Wildlife Show. HELP—Can place Octopus and Chairplane Foreman. Also Ride Men in all departments that drive.
CAN PLACE GOOD LOT MAN IMMEDIATELY.
Everyone report to winter quarters. Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Goldsboro, N. C.

D. S. DUDLEY SHOWS
Opening April 2 to 7, Jacksboro, Texas; Mineral Wells, April 9 to 14; Breckenridge, April 16 to 21; Wichita Falls, May 1 to 2, on Ball Park Lot.
Rides—Need Help in all departments. Shows—Need Man for Monkey Show. Have complete Show, good deal for good man. Snake and Girl Show; A. G. Bellows, answer. Concessions—Need Agents for Ball Games, Whiskey, Cats, Bottles, Fish Pond, Bumper, Age, Bingo Counter Men, Spindle (Baldy, answer). (Eddie Kirk, come on.) Only useful people that can produce need answer. Use Winter Quarters address until April 1.
MANKINS, TEXAS. PHONE 907F23. D. S. DUDLEY.

AMERICAN BEAUTY SHOWS
ATTENTION!
Book now for opening April 14, De Soto, Mo.
Short Range Gallery, Snow Cone, Penny Pitch, String Game, Duck Pond, Candy Floss, Scales, Mitt Camp, Hoop-La, Cork Gallery. Bill Bell wants Agents, also Help for well-framed Arcade. Will book Kiddy Auto Ride. Mechanic, Electrician wanted at once in winterquarters. Also Second Men on Rides. Show leaves winterquarters April 12.
H. W. BARTHOLOMEW
BOX 29, PERRYVILLE, MO.

Winter Quarters

Dobson's United

WILLERNIE, Minn., March 24.—Work in quarters is under supervision of P. Jensen. Co-Owner Patterson is wintering in San Antonio. Route will take the org into Minnesota and Wisconsin. Ned Patterson will have ice cream, popcorn and candy floss; Helen Lang, high striker; Vern Eves, long and short-range target and balloon; Charlie Eves, cig and penny pitch; Jesse Cunningham, photos; A. H. Dreasher, watch-la; Frank Zindora, novelties; Chuck Staunko, ball game, scales and duckpond; Ann Jones, jewelry; Mickey O'Neill, six cat, buckets, ball game and fishpond.

Callers at quarters were Charles Carroll, J. D. McDonald, Mr. and Mrs. W. J. Wolf, Carl Rocco, W. T. Collins, Art Signor, Mr. and Mrs. Clarence Nordby. Mr. and Mrs. Robert Pickering are visiting in Massachusetts. Six new light towers will be on the midway. Shows are scheduled to carry 10 rides and 5 shows. Celebrations and fairs will be played.

B. & C. Expo.

HEMLOCK, N. Y., March 24.—Ork will open at Corning, N. Y., April 28 for an eight-day stand. Personnel includes Myron N. Colegrove, manager; Hilda Colegrove, treasurer; Bill Lewis, assistant manager; M. Coykandall, secretary; C. Middleton, general agent; Bill Grosso, legal adjuster; Dick Brom and C. Briggs, lithographing and billposting; Ray Sanford, ride superintendent; Red Wright, electrician; V. Sanford, paint department; A. Bacett, mechanic and truck superintendent; Corp. Albert Evans Jr., formerly with this show, is in Korea. Roy Judd Jr and Mary Peffers were married at Geneva, N. Y., Feb. 25. He entered the army March 15.

J. J. Jeffers will have his Side Show, Snake and Wild Life shows with the org, and Ray Sanford Jr. his Black Beauty Show. Gerald Barker will be back with the cookhouse. Show will have a new front entrance—68 feet long, 28. feet high and 1,266 bulbs. Color scheme is white background with red, blue and yellow lights. Org plans to carry 9 rides, 6 shows and 30 concessions.

Concessionaires will include Mr. and Mrs. John Lowe (bingo); D. Close, 5 concessions; Roland Stark, French fries; Jim Buccini, 3; Marty Renno, 2; D. Broom, 3, and the show will have 8 office-owned stores handled by Grosso. Recent visitors were Mr. and Mrs. Kenneth Darling, Mr. and Mrs. Walter Schaffer, Mr. and Mrs. John Lowe, Mr. and Mrs. Jim Buccini, and Mr. and Mrs. Tom Hoctor. — V. DAVID SANFORD.

Mighty Hoosier State

GREENSBURG, Ind., March 24.—Mr. and Mrs. W. R. Geren arrived at quarters March 1 after spending six weeks in Venice, Fla., where their son, Jerry, is going to school at K.M.I. All new rides have arrived from the factories and all tractor, and semis have been painted and lettered. Show will move on 14 tractor semis and 3 straight jobs, sound truck and special paper truck. Show has added three new Diesel light plants. The new Merry-Go-Round has been brought in from North Tonawanda, N. Y. W. R. Geren took delivery on two new semis and two new tractors this week.

Show will carry 10 office-owned rides, 6 light towers, an army searchlight and 3 new Diesel light plants.

Show route has been completed and includes 9 fairs, 10 celebrations and 10 still dates. It will open April 3 thru April 14 at Jeffersonville, Ind. It will play Indiana, Ohio and Kentucky. W. H. (Bill) Lambert, general agent and assistant manager, arrived from the South this week. Mrs. Marion Lambert and son, Billy Joe, will have their concessions ready for the opening date. Howard (Pappy) Snyder is chief electrician. Leo Welch is in quarters.—ROSIE ST. CLAIR.

Rogers Bros.

PELICAN RAPIDS, Minn., March 24. — A Sky Fighter has been ordered from Allan Herschell and will be delivered in April. Mr. and Mrs. C. D. Rogers, daughter Pat, and Janice Hanson recently returned from a trip to Texas. They visited the Bob Raugusts and Harry Schneckloths in Corpus Christi. Earl Rogers has purchased a new Vagabond and D. C. Rogers a new American. Mr. and Mrs. Jim Tomlinson have spent the winter in California. Paul Evans has wintered in Pine Bluff, Ark.; Paul E. Evans in DeSoto, Kan.; Phil and Al Lee took a trip to California; Phil returned but Al is planning on staying; Roland Weir is wintering in Miami; Mr. and Mrs. Lake Boseley have spent the winter in Moorhead, Minn., where Boseley has been employed. —PAT ROGERS.

William T. Collins

MINNEAPOLIS, March 24.—Altho heavy snow and cold weather is holding up activity here, work is going on inside the main building. Ride motors are being overhauled and special bodies are being installed on two semis to haul the new kid rides. The Merry-Go-Round is getting a coat of paint.

Owner Collins and Art Signor are supervising work here, and as the weather improves will get a bigger crew.

Virginia Greater

SUFFOLK, Va., March 24.—Inclement weather recently held up outdoor work but all wagon fronts have been repainted and pictorial work completed under the supervision of William C. Murray, general agent.

Midgets Ike and Mike Matina celebrated their 50th birthdays Sunday (18) and received gifts from local friends, Dr. L. C. Holland and F. (Bum) Bradshaw. Manager Rocco Masucci was host at Sunday dinner here, with guests including Evelyn Mitchell, Bradshaw, Bill Murray, George Gillespie, Red Underwood, Ronnie and Dot Prue; Mike, Ike and Leo Matina; Sam Mitchell, James and Stella Bowser, Tommy Kinder and Lonnie Harrell.

Visitors included Bill Sander, of American Tent & Awning Company, Norfolk, Va.; Mr. and Mrs. Mitchell and Mr. and Mrs. Ralph Otis. Arthur Gibson, chief electrician, completing a rewiring job on the kiddie auto ride, with new lighting effects incorporated. Jesse Brown, who will stage the org's *Cotton Club* minstrel revue, will report here within two weeks, and Arthur Gibson will join to handle the Merry-Go-Round.

Show will move to the lot here in about two weeks to prepare for the opening date.

Mad Cody Fleming

HICKOX, Ga., March 24.—With fair dates all set and early spring bookings completed, work is getting under way here. Jack McCarty with a small crew has repaired the truck beds and is starting on rides.

The boys are keeping the pool table busy nightly and a television set will be installed soon to provide further entertainment.

Bill Collins has added a basketball game to his concessions and Cecil Rice has his snake exhibit ready. Mr. and Mrs. George Pence have been delayed in getting here due to an attack of flu. Bill Knox is on a New York buying trip. Melvin Bennett will provide the free attraction this year.

Little Dipper will be ready to be picked up at the Allan Herschell factory in North Tonawanda, N. Y., April 2. Frankie Shelton has her concessions ready. Pete Smith came in from his Vidalia, Ga., tourist camp and booked two concessions. The Funhouse will be dismantled and the semi will be used to house the sea turtles.

Yager United

CARAWAY, Ark., March 24.—Quarters work is progressing despite inclement weather. Ferris Wheel is being reconditioned. The transformer is being rebuilt. Route will take the shows over most of last year's territory. Management also will have a Roll-a-Whirl.

Expected here for the March 31 opening are Gale Fulton, with Tilt-a-Whirl and concessions; W. A. Page, Merry-Go-Round and concessions; Wayne Steck, Sky Fighter; G. G. Wiggins, train and concessions; Earl Davis, electrician and concessions; Ray Nord and Red McKinney, concessions. The writer is secretary-treasurer.—LULA MAY YAGER.

George Clyde Smith

CUMBERLAND, Md., March 24.—Work is well under way, altho a full crew has not yet arrived. Owner Smith returned from a recent Pennsylvania booking tour and reports a good route.

E. B. Gray pulled in here after wintering in Blacksburg, Va. Those who wintered here include J. B. Hanally, Paul Gochman and the writer.

Eddie Ryan, Shorty Delawder and Don Alburtis were regular visitors during the winter. Writer will again serve as electrical superintendent, mail and *The Billboard* agent.—F. A. NORTON.

Peck Amusements

DURANT, Miss., March 24. — Org will make its spring bow here, moving in from Kankakee, Ill., quarters. Mr. Peck has bought an Octopus and sound truck. The Sky Larks, free act, will join in Canton, Miss. The Comet ride has been overhauled. Mrs. Peck has been vacationing in Tarpon Springs, Fla. Org is scheduled to carry 7 rides, 2 shows and 25 concessions and will play seven spots in Mississippi, then Tennessee, Kentucky, Northern Indiana and Illinois.—FAY CURTIS.

Dumont Org Gets Okay Business In Early Stands

THOMASVILLE, N. C., March 24.—Dumont Shows, in their third stand of the season here, have been getting good weather and satisfactory business, Lou Riley, owner-manager, announced.

Opening February 28, at Augusta, Ga., org has played Newberry, S. C., in addition to this spot.

Val Ireland, who has five concessions with the shows, has been appointed business manager. Mabel Ireland also has her concessions here. Red and Nell Adams are operating the cookhouse. Bill Cox is advance agent.

L. Shaunessy has joined with bingo, Motordrome, Spitfire, Monkey Show and Girl Show. Mr. and Mrs. R. Aston are newcomers with four concessions. Returning for this year are Frank and Mary Maddish, John and Mary Maloney and Mrs. Bill Cox. Barney Williams is confined to the hospital following a recent operation but is expected to join soon.

Recent visitors included Maxie Sharp, Bobbie Kline, Vernie Spain, Buddy Paddock, Al Wallace, Byman and Ethel Coffey, Floyd and Billie Sammans, Dutch Whiteside, Marion Spiller, Mr. and Mrs. E. N. Leslie, Mr. and Mrs. A. J. Weaver, Mr. and Mrs. Julias Turook, Mr. and Mrs. Jimmy Eyrs, Blanche Sullivan, Red Kelly, Red Kennedy, Al Girand, Joe SanForettelo, Billie Ford, Mona Barris and Bennie Haught.

100 Showfolk Fete Marianne Vernon On 20th Anniversary

ORANGE, La., March 24.—Marianne Vernon, daughter of Mr. and Mrs. C. A. Vernon, owners of the United Exposition Shows, was guest of honor at a party here celebrating her 20th birthday.

Over 100 showfolk were guests at the event held at Buster Johnson's Club Buster. Babe Emswiler, show's manager, handled arrangements, which included supper, refreshments and dancing.

Guests included:

Mr. and Mrs. C. C. Vernon, Mr. and Mrs. Babe Emswiler, Mr. and Mrs. John Scott, Mr. and Mrs. Blackie Dixon, Mr. and Mrs. Jack (Wop) Davis, Mr. and Mrs. Joe Allen, Mr. and Mrs. Louis Fanelli, Mr. and Mrs. G. L. (Foots) Rice, Ted and Jimmy Rice, Mr. and Mrs. Benny Spencer, Mr. and Mrs. Curly Hutton, Mr. and Mrs. Paul Pesch, Bill Pesch, Mr. and Mrs. Fuzzy Lamon, Mr. and Mrs. W. Murphy and Mr. and Mrs. Toby Young.

Mr. and Mrs. Eddie Young, Mr. and Mrs. Otto Menzel, Mr. and Mrs. Bob Butts, Mr. and Mrs. Joe Stegall, Mr. and Mrs. G. S. Whitlock, Mr. and Mrs. Clinton Morehouse, Mr. and Mrs. Van Harwood, Mr. and Mrs. Bill Gooch, Mr. and Mrs. E. E. Hennessey, Mr. and Mrs. George Vester, Eddie Vester, Mr. and Mrs. J. M. McCurdy, Mr. and Mrs. Art Courtney, Mr. and Mrs. Billie Fulton, Mr. and Mrs. Red Qualls, Mr. and Mrs. Buddy Redinger, and Lenita Jean and Jewell Anne Redinger.

Mr. and Mrs. Joe Haley, Mr. and Mrs. C. H. Humphrey, Mr. and Mrs. Rex Allen, Ruth Saunders and Tojo, Gloria Gene Blaine, Pony Boy Jim Tarr, Tex Stewart, George Fortune, Joe Ansher, Polack Wallace, Eddie Clark, Ernest Nelson, Chick Childers, John Viers, Harry Allen, J. B. Lewis, Tex Johnson, George Lester, Johnny Meyer, Clarence Lorenz, Rocky Johnson, Lee Holliday and Robert McDonald.

George William Boone, Odell Betsill, W. J. Meadows, Carl Bohn, H. Jensen, Oran Good, Edward C. Neal, Pete Burger, Lloyd Nelson, Michael Huzek, Wayne Richmond, W. E. Westover, Bob Neely, Norman McDaniels, Arthur Emswiler, Dallas MacKinney, Harry Fenner, Blackie Conway, Gravely, Boots Cook and Bill Bernie.

R. C. McCarter, Marion Jeanette Wed in Miami Beach

MIAMI BEACH, March 24.—R. C. McCarter, general agent of Cetlin & Wilson Shows, and Marion Jeanette, were married Monday (12) at ceremonies held in the Sea Gull Hotel here.

Jack Wilson, shows' co-owner, gave the bride away, with Mrs. Jack Wilson as bridesmaid. McCarter's brother, John, was best man.

Reverend Garrett, of First Presbyterian Church, performed the ceremony, which was followed by a wedding dinner. The couple left for a brief honeymoon in Petersburg, Va., and Chicago.

Showfolk on hand included Frank Miller, Art Lewis, Mr. and Mrs. Bob Parker, Mr. and Mrs. Dave Endy; Col. H. E. Stahler, secretary, Miami Showmen's Association, and Mrs. Stahler, Mr. and Mrs. William Cowan, Mr. and Mrs. George Godreau and Tex Sherman.

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ROCKWELL SHOWS

OPENING AT McPHERSON, KANSAS, MAY 7

With Celebrations and Fairs to Follow Thru Entire Season.

WILL BOOK GOOD, CLEAN CONCESSIONS OF ALL KINDS. CAN PLACE SEVERAL HIGH CLASS SHOWS WITH OWN EQUIPMENT.

NEED RIDE HELP. Top wages to Tilt-a-Whirl and Roll-o-Plane Foremen and Second Men on Tilt and other Rides.

All address

V. H. (MIKE) ROCKWELL, Mgr.

520 East Fourth KINSLEY, KANSAS

Percell's PIONEER SHOWS

high class midway attractions

OPENING APRIL 20

Can place Girl Show and Posing Show Operator. Also capable Snake Show Operator. Can place Iron Lung, Illusion, Wild Life, Crime, Unborn, Motordrome, Fun and Glass House or any show of merit. With own equipment, 15%.

Concessions—Novelties, High Striker, Custard, Diggers, Photos, Short Range, Jewelry, Age and Weight, Ball Games, Rotaries. All Hanky Panks $21.00 per week.

Help—Bingo Caller and Clerks, Sound Truck Operator, Man to handle Front Gate, Foremen, Second Men for Octopus, Merry-Go-Round and Ferris Wheel. Stretch Rice wants one Wheel Man, two Grind Store Men. All replies to

BOX 106, WAVERLY, N. Y.

GOLD-BOND SHOWS

Featuring the Fearless Greggs' Cannon Act

OPENING APRIL 12

WANT WANT WANT

CONCESSIONS: Want Hanky Panks of all kinds, especially want Cookhouse, Bingo, Photos, Jewelry, Custard, Snow Cones, Bowling Alley, Bumper, Airplane, String Game, Huckley Buck, Sky Fighters, Watch-La, Cigarette Shooting Gallery, Coke Bottles, Hoopla, Penny Pitch and Cigarette Pitch, and Penny Arcade. SHOWS: Want Mickey Mouse, Mechanical, Wild Life, Animal, Fat, Snake, Hillbilly, Illusion, Small Drome, Lung, Wax Museum, Girl Show, or will furnish complete outfit to reliable party for Girl Show. RIDES: Will book Late Model Tilt and Kiddie Boat Ride.

FOR SALE FOR SALE

10 Electro Hoist Diggers in good condition, cheap. 4 Late Model Octopus Cups, need paint only.

ALL REPLIES TO: MICKEY STARK, MGR., BOX 229, MT. STERLING, ILLINOIS (PHONE: 450)

W. R. GEREN Presents

Mighty Hoosier State Shows

Indiana's Most Modern

Opening April 3rd, Jeffersonville, Indiana, just 3 blocks from Louisville Bridge, across from Colgate factory; followed by Columbus, Indiana, 10th and Wilson Sts.

Want Concessions—Sit Down Grab, Scales, Ball Games, Basket Ball, Pitches. All Hanky Panks open. Sammy Crayden, come on. Billposter with Concessions. Shows all open, must have own equipment and transportation; 25% plus tax. Ride Help—Second Men, must drive. Assistant Electrician. Show leaves barn March 30th. All replies wire Western Union.

BILL GEREN, GREENSBURG, IND.

WANTED—FOR SALE—FOR RENT

A-1 Arcade Mechanic, must be sober and reliable. If married can use Wife on tickets. Concession or Kid Ride Operator.

For Sale or trade for Major Ride, 32'x27' Semi Portable Scooter Building (no cars), floor and ceiling in perfect shape.

For Rent—Concession Space on the Boardwalk and Pier for anything legitimate. Come look it over.

LEO LANE

SAVANNAH BEACH, GA.

WANTED

12 WEEKS, MEXICO CITY

LAST SUPPER, VATICAN CITY, OR ANY POWERFUL SUPER ATTRACTION

NO TIME TO DICKER, WHAT HAVE YOU? AIRMAIL COMPLETE DATA.

Guadalupe BAUTISTA, Ramos Arispe 15-2, MEXICO CITY.

P.S.: PETE KORTEZ IS BREAKING WORLD'S ATTENDANCE RECORDS NOW AT THIS SAME LOCATION.

JOE SCIORTINO WANTS

Girls for Girl Show—Strip, Fan, Rumba, Hawaiian or what have you. Men to handle Snake Show; state experience. Ticket Sellers, must drive semi and know canvas. All answers to

JOE SCIORTINO, c/o ROYAL CROWN SHOWS

Tarpon Springs, Florida, until March 28th; then Albany, Georgia.

We open in Albany, March 31.

FOR SALE

48 units Kentucky Derby group game; clean, perfect working condition, complete with 48 Stools, Neon Signs valued over $1,000.00; full price for all, $3,000.00. Wire or contact

JOSEPH BENNETT

2205 BOARDWALK ATLANTIC CITY, N. J.

WANTED

For the finest Illusion Show booked on the World of Mirth Shows. Talkers, Ticket Sellers, Boss Canvasman. Can use Wives on Illusions. M.C., one who does Magic preferred, or good Magician. Salary no object if you can sell Show inside. All People who know us, wire. Jimmy Davis, Preacher Monroe, O. B. Reb Friend, Charles Hermes. Shorty Seller with Korie 1949, contact quick.

MALOTT'S MENTALISTS, L. B. MALOTT, Mgr.

ILLUSION SHOW, c/o WORLD OF MIRTH SHOWS, Winterquarters, Richmond, Va.

WANTED

Clean Carnival Company, with large number of Rides, to play the Osborne County Fair at Osborne, Kansas, August 20-24, 1951. Large fairgrounds, new buildings, 4th year of operation. Good attendance.

Contact:

BENNY GOODMAN, Secretary

Osborne County Fair, Osborne, Kan.

OKLAHOMA EXPOSITION SHOW

Opens April 1st with a route of proven Still Dates and a string of bona fide Celebrations and Fairs to follow.

Now booking Concessions of all kinds—Ball Games, Milk Bottles, Duck Ponds, Long or Short Range Gallery, Novelties, Age and Scale, Photo, Dart Games, Pitch Till You Win, Watch-La, Bumper, Hoop-La, Snow Cone, Candy Apples or Candy Floss. Have opening for a Bingo. Rides — Will book Merry-Go-Round, Octopus or Pony Ride. Will book Shows — 10-in-1, Snake Show or Athletic Show; must have own equipment. Reasonable percentage on Rides and Shows. Help — Foreman for Ferris Wheel and Second Man for Mixup, and Kiddie Rides. Good salary, bonus at end of season. All reply to JOE STARR, 905 W. Dolton St., Hugo, Oklahoma.

WANTED

CARNIVAL-FREE ACTS

48th Annual Home Coming

August 1-2-3-4, Quaker City, Ohio

LEW HERRICK, Pres.

I. W. HARTLEY, Sec.

WANTED

ELI WHEEL OPERATOR

Also First Class Mug Outfit

HOARD & MULLIS AMUSEMENT PARK

Indian Springs, Georgia

WANT

BINGO CALLERS AND COUNTERMEN

•

ALLEN-BERGEN, INC.

WORLD OF MIRTH SHOWS

William Byrd Hotel, Richmond, Va.

CARNIVAL WANTED

October 8th-13th for

ORANGEBURG COUNTY COLORED FAIR

Contact:

G. W. DANIELS, President

ORANGEBURG COUNTY FAIR

c/o State College, Orangeburg, S. C.

Delta Amusement

WANTS

Agents for office Concessions, married couples preferred. Foreman for two-abreast Merry-Go-Round, must drive semi. If married, can place wife. Will book a few Concessions, also Shows and Wheel or Chairplane.

BOX 37, LUCEDALE, MISS.

Winterquarters on Mobile Highway 15

Merry-Go-Round Joe, T. W. Rohn, Pet Shuck, Ernest Porter, come on or contact.

FOR SALE

Frozen Custard Electro Freez mounted on Chev. Truck—25 gal. per hour

H. DUFFIELD

16 Dell Ave. Netcong, N. J.

FOR SALE

MERRY-GO-ROUND, 2 abreast (mounted on trailer); #12 Eli Ferris Wheel, LARGE CHAIR-O-PLANE (Ferrari Dangler), 89 KEY GAVIOLA ORGAN (imported from London, England). All in good running order.

MRS. FRANK E. LAYMAN

Wellington Apts., 519 W. 11th St., Kansas City, Mo.

Get with a GOODING unit

ATTENTION, SHOWMEN

CAN PLACE

FAT PEOPLE AND MIDGETS

FOR OFFICE OWNED-OPERATED SHOWS. PLEASANT RELATIONS.

WANT GOOD MINSTREL REVUE

WITH OWN EQUIPMENT FOR CHOICE ROUTE OF SOLID TERRITORY. CHAS. TAYLOR: PLEASE CONTACT AT ONCE.

ALSO WANT GOOD MONKEY SHOW, ILLUSION SHOW, HILLBILLY SHOW, SILO-DROME AND MECHANICAL SHOW WITH OWN EQUIPMENT.

HAVE WONDERFUL OPPORTUNITY FOR PENNY ARCADE.

— WRITE—WIRE—PHONE US TODAY —

GOODING AMUSEMENT COMPANY

OPERATING 8 UNITS

1300 NORTON AVENUE COLUMBUS 8, OHIO

PHONE: UNIVERSITY 1193

WANTED

HELP FOR ILLUSION SHOW

Operating independently at America's most outstanding Fairs and Celebrations. Opening April 16 at Battle of Flowers. We will play 2 famous Spring Celebrations, 7 good Still Dates and 20 weeks of Fairs. Fairs start June 26 in Western Canada and include the 3 big Quebec Fairs, also 2 State and 2 District Fairs in U. S.

We have employed chiefly young people trained in own school. Hence, the call to military service and the changing conditions of war have seriously impaired our working force. Have excellent proposition for capable Talker who can make strong, intelligent openings in good English and make them often; also for Lecturer with some knowledge of illusions who can memorize and use our patter.

Can place two Ticket Sellers who drive big trucks and are ambitious to become Talkers. Also 2 Young Ladies to work illusions. Must have good appearance and weigh between 95 and 150 lbs. No experience necessary. We prefer married couples when possible. If you have ability you will advance here. Top salaries paid every week. Good transportation. No drinking tolerated.

Will open winterquarters April 1 at 2822 Pleasanton Road, San Antonio. Can use a few People in quarters. Send all correspondence and wires to

General Delivery, San Antonio. A. W. McASKILL.

FLOYD O. KILE SHOWS

OPENING APRIL 7TH, BATON ROUGE, LA.

Cookhouse open. Dennis O'Leary, contact if available. Sound Car with Concessions. (Starnes, are you available?) A few other choice Concessions open. RIDEMEN: Foreman and Second on Merry-Go-Round, Wheel and Flying Saucer. Good treatment and good salary and bonus if you finish season. Must be sober, reliable and know your job. All Rides and Trucks in A-1 condition and clean. No junk here. Come in now, quarters open. Jefferson Highway, U. S. 61, to New Orleans. All mail FLOYD O. KILE, P.O. Box 85, Baton Rouge, La.

FIDLER UNITED SHOWS

Opening March 30 in vicinity of St. Louis. Want Shows and Concessions of all kinds. Can place Good Ride Help for 12 Major Rides. Address

SAM FIDLER, Mgr.

3918 N. FLORISSANT ST. LOUIS 7, MO.

SUNSET AMUSEMENT COMPANY

EXCLUSIVE open on RAT GAME, PAN GAME, SCALES and AGE. All Ball Games open except COKE BOTTLES. Will book ARCADE and FUN HOUSE. No more Help needed at present time at winterquarters.

701 N. Main St., Excelsior Springs, Mo.

FOR SALE FOR SALE

2 ELECTRO FREEZE CUSTARD MACHINES

1 MOUNTED ON 1½ TON REO TRUCK $5,500.00
1 MOUNTED ON 1½ TON CHEVROLET TRUCK 5,000.00

Both Trucks have low mileage. Custard Bodies built by Goldberg of New York. Both are late model machines with extra equipment. Ready to operate.

BOB PARKER or CARL HANSON

5975 N. E. 2nd Ave., Miami, Fla. (Phone: 78-1886 before 5:00 pm.)

Last Call Last Call

G. & B. RIDES

OPENING MASON CITY, W. VA., APRIL 14, TWO SATURDAYS

CONCESSIONS — Lead Gallery, Bumper, String, Bowling, Gold Fish, Glass Pitch, Jewelry, Milk Bottle, Cat Rack, Hoop-La, Country Store, Watch-La, American Mitt. SHOWS—Snake, Monkey, Crime, 10-in-1. HELP—All Help contracted come on. Can use Help in all departments, must be able to drive. Normondin can use Agents for Ball Game and Penny Pitch; man and wife preferred.

GEO. BROAS, 627 30TH ST., PARKERSBURG, W. VA.

NO CATE NO FLATS NO GYPSIES

DUKE MIDWAY SHOWS

Opening downtown Beggs, Okla., April 11th, 4 days. Reduced privilege. Lot laid out 10 a.m. Monday, April 9th.

WANT Stock Concessions of all kinds, $15.00 per week. Only one of a kind at all times.

PLACE Bingo, flat rate or percentage, to reliable party; Photos, nice clean Grab, Popcorn, Floss, Snow Cones, Ball Games. No Diggers, sorry.

DUKE MIDWAY SHOWS, 7 CREAMERY ROW, SAND SPRINGS, OKLA.

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Morris Hannum Shows
One of the Great Eastern Shows

Opening Eastern Pennsylvania, April 23

Featuring

SUICIDE SIMON, Dynamite Demon

Can place Flat Rides. Tilt and Caterpillar. Shows—Motordrome. Speedy Sayres, write. Concessions—Strictly legitimate games. Help—Ride Men.

Reply by mail

MORRIS HANNUM

934 Murdock Road Philadelphia, Pa.

Tel. Wissahickon 7-8176

10 BIG DAYS **10 BIG DAYS**

HELLER'S ACME SHOWS

Open April 5 thru 14, 2 Saturdays, 1 Sunday, 6 miles from New York City. Fairview, N. J., on school grounds, heart of city, Route #1. Fairs start Aug. 20 with 3 in Virginia, 3 in North Carolina, closing Nov. 10. Long season, short jumps.
WANT SHOWS—Will give good proposition to reliable Showmen who can and will fill back end. Blondy Mach and Whitey Usher, write. Want Ride Help for 10 Rides, 4 Kiddie Rides, Merry-Go-Round, Wheel, Octopus, Chairplane, Whip and Spitfire. Will book or buy Tilt and Rolloplane, last two for Fairs especially. Want Welder. Also Truck Mechanic. Ivan Paxton, Roy Stone, Cliff Carter, answer at once. Foremen for Octopus, Chairplane and Kiddie Ride. Bob Edward Musgrove, Curly George, write. WANT CONCESSIONS—Custard. All other Eats and Drinks booked. Want Hanky Panks of all kinds. Want Agents for Stock Wheels, Man to take charge of Bingo. This is our 33d season and we are really proud of each and every one of them. All Help with me before and all Help contracted for this season answer.
Winterquarters open, Campgaw, N. J., Box 6, or phone WYckoff 4-0333-M.
P.S.: Want Man with Wheel for Unit #2. I have four extra Rides. Experience wanted above all. Anyone interested in small Show or Unit, write Harry Heller. Albert Towns, phone collect to Lillian Zarrow, West Orange, N. J.

ENDY BROS.' SHOWS, INC.

Ride Unit Now Operating in Savannah, Ga.

WANT IMMEDIATELY—RIDE FOREMEN FOR CATERPILLAR, DIPPER, SKOOTER, FERRIS WHEELS, MERRY-CO-ROUND, ROLL-O-PLANE. (Clark White, Frank Savage, Jack Brewer, come on.) All Ride and Show Help report to John Dempsey.

CAN PLACE FOR 1951 SEASON: Penny Arcade, Kiddie Rides, Girl Show, Motordrome, Side Show, Monkey Show and Operator for Dark Ride. All answer:

ENDY BROS.' SHOWS, INC.
SAVANNAH, GA.

IDLE HOUR PARK—WAYNESVILLE, MO.

Right Outside of Main Gate of Fort Leonard Wood

LEO ALLEN wants Agents for Count and Grind Stores, also Agents for Buckets, Nails, Swinger, Ball Games and Hanky Panks. Good reliable Couple to take over Rat Game. Lady Agents for Beat the Dealer, Over and Under and Pea Pool. Plenty of soldiers here—a real chance for reliable people to make some money. Agents that worked for me before, also People who will work according to orders, contact me here. Don Morgan, Tommy, Leon, Scotty, Hotsy-Potsy, Bill Ackerman and Harry, come in. Will book all types of Hanky Panks cheap. Also Six Cats, Frozen Custard, Popcorn, Candy Floss, etc. WILL BOOK GIRL SHOW WITH OWN EQUIPMENT AND ANY GOOD GRIND SHOW. WILL BOOK SET OF KID RIDES (exclusive to right party). Plenty of children to work to here. Room for trailers—light and water. Hurry—wire—no time to wait. Grand opening March 30. Big pay day. Can place Ride Men—come on in. Permanent location—no teardowns. Address:
MANAGER, IDLE HOUR PARK, WAYNESVILLE, MO.

GEM CITY SHOWS

WANT WANT WANT

HANKY PANKS AND LEGITIMATE CONCESSIONS OF ALL KINDS. SHOWS: Will book any Show not conflicting with what we have. Can place one more Freak Act or Acts of merit for Sideshow. Address:

THOMAS D. HICKEY, Mgr.

Mobile, Ala., this week; Selma, Ala., next week; then Anniston, Ala., under auspices Fraternal Order of Police. First carnival booked in 4 years.

GRACELAND GREATER SHOWS

Opening April 2, Columbus, Ga. Sponsored by American Legion Near Army Camp. This show will open with eight Rides and four Shows. Concessions—Will give X on Bingo, Diggers, Cookhouse, Popcorn, Floss. Can use Concessions of all kinds. Wire for space. Rides—Want one or two Kiddie Rides. Ride Help—Foremen for Merry-Go-Round, Ferris Wheel and Chairplane. Second Men on all eight Rides. Must drive Semis. No drunks. This show will play two weeks on two lots here.

HARRY ALKON, Mgr.
NORMAN HOTEL, MOULTRIE, GA., THIS WEEK

CAVALCADE OF AMUSEMENTS

WANT FOR 1951 SEASON, OPENING APRIL 7, GOOD ROUTE OF STILL DATES AND FAIRS: PENNY ARCADE WITH OWN TRANSPORTATION, SCALES AND AGE. (Must have up-to-date equipment in keeping with this organization.) WANT MULE SKINNERS, POLERS AND CHALKERS (Roosevelt and Blue, answer). MRS. WAGNER CAN PLACE COOKHOUSE GRIDDLEMEN AND WAITERS. HAVE FOR SALE, CHEAP—RIDEE-O (terms to responsible party). All address:

AL WAGNER, Mgr.
MOBILE, ALA. (Phone: 6-9553)

BARNEY TASSELL UNIT SHOWS

Hinesville, Ga. (Camp Stewart) Week of April 2. Large Soldier pay. No gate admission. Sensational Free Acts. Enough said

WHAT HAVE YOU?

Rides, Shows and Concessions of all kinds except grift.

Wire this week, BARNEY TASSELL UNIT SHOWS, Waycross, Ga.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

From the Lots

Heart of Texas

COLORADO CITY, Tex., March 24.—Harry Craig, owner-manager, retains his smile despite the evidence of some kind of jinx joining out closing night in Brownwood. As the shows and rides were being dismantled and loaded, a blizzard stole up on this section slowing down the work. In spite of precautions, a few motors were replaced after bursting. The big blow was the loss of Taffy, the four-ton bull. En route to this city Taffy fell from the trailer and died in a few hours. T. J. Tidwell furnished his trainer along with Craig's, but she was beyond human aid.

Jack Starr is the new superintendent of lighting and power; Sol E. Ruyle is utility man and chief of police. John R. Woolsey has taken over the Spitfire, while Viola has joined the cashiers' circle. Ed and Helene Tignor are doing special work on the advance. Bobby Paul closed opening week. Visits have been exchanged between the T. J. Tidwell and Heart of Texas shows, which are 30 miles away—JACK COOPER.

J. A. Gentsch

LUCEDALE, Miss., March 24.—The org moved from winter quarters in Winona, Miss., to Forrest, Miss., where it opened February 26 playing the South Mississippi Livestock Show. This engagement made the 14th year for the stock show. Weather was fair and biz good.

The show opened with 8 rides, 4 shows and 40 concessions, Mr. Neal operating 6; Mr. Cooper, 5; Mr. Botman, 2; Mr. Steinfelt, 2; Mr. McLaughlin, 2; Bailey and Herrin, 2; Mr. Moore, 2; Mr. Freeman, 1; Mr. Craden, 1; Gus and Pete Mitchell, 5; Mr. Prevero, bingo; Mr. Atterberry, cookhouse; Mr. O'Hara, 1 concession; Mr. Wherry, 2.

The show moved from Forrest to Laurel, where it opened March 5 on uptown location for the Jones County 4-H Club rally. Weather was good and business fair. The show moved from Laurel to Lucedale for an engagement sponsored by the American Legion.—FRANK H. OWENS.

Flashbacks

25 Years Ago

Pennsylvania State Association of County Fairs re-elected **Harry White,** president; **Abner S. Deysher, William Buechley Jr., Samuel B. Russell** and **John J. Koebert,** vice-presidents, and **J. F. Seldomridge,** secretary-treasurer. . . . **E. W. Damron** was again inked as 24-hour man with the John Robinson Circus. . . . **Al Lindley** signed as general agent with the Blondin show. . . . **Theo. Forstall** was signed as treasurer of the John Robinson Circus. . . . **King Baile** was put in charge of the advertising car of the Tom Atkinson Circus with **Fred Morgan** as chief billposter and the following crew: **H. B. Pree, George King** and **Claude Mason.** . . . **Frank P. Meister** was named leader of the Heritage Bros.' Circus band. . . . **Bill Roberts,** drummer, signed to go out with the 101 Ranch Show band led by **Bill Fowler.**

Capt. F. P. Noel, commander of the Coney Island, Cincinnati, fleet of excursion steamers, was preparing the Island Queen and Island Maid for the spring excursion season. . . . **John J. Dixon** was elected president of Canadian National Exhibition, Toronto, succeeding **G. T. Irving,** resigned. . . . **W. A. Linklater** was named president of Western Washington Fair, Puyallup, succeeding **W. H. Paulhamus,** deceased. . . . Schuylkill County Fair Association, Pottsville, Pa., elected **W. Beuchley,** president; **F. Bausum,** secretary, and **Dr. McCarthy,** racing secretary. . . . **J. F. Jacobs** resigned as general representative of the Campbell Shows. . . . **Kenneth Malcolm,** who had been handling publicity for Loew's Indoor Circus, closed with that show and signed with the Royal American Shows. . . . **R. H. Goeke,** former secretary of the Johnny J. Jones Shows, and **Eddie Owens,** concessionaire, announced plans to take out the Globe Shows.

10 Years Ago

Starr DeBelle reported that he and Clark Queer, publisher of The Mount Pleasant (Pa.) Journal, had signed to present side show on the Johnny J. Jones Exposition. . . . **Jack Greenspoon** announced that he would be associated with the concession department of the Conklin Shows. . . . **Bill Snyder** signed as secretary-press representative of Lawrence Greater Shows. . . . **Clyde Beatty** signed to present a jungle show on the Johnny J. Jones Exposition. . . . **William R. Hicks** replaced **Billie Clark** as assistant to **J. J. Page,** owner of the J. J. Page Exposition Shows. . . . **Thomas F. O'Connell** signed as publicity director for the James E. Strates Shows. . . . **Ben Weiss** signed to place one of his bingoes with the Ben Williams Shows. . . . **C. W. Franklin** signed to handle press duties for the Goodman Wonder Shows. . . . **Mr. and Mrs. Earl Shellhamer** booked their concessions with the W. A. Gibbs Shows.

Leonard Snyder signed to handle the Ferris Wheel on the Imperial Shows. . . . **Mr. and Mrs. Joe Divine** booked their high striker and jewelry stand on the C. F. Zeiger United Shows. . . . **Jerry Jeffrey** reported he would have an attraction on the Mighty Sheesley Midway. . . . **George Rosen** booked penny pitch with the Pioneer Exposition Shows.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 24.—Visitation period opens early in April in Washington to be followed by local visits and then to the Detroit area in early May.

Membership certificates for 1950 are being prepared and will be mailed early next month, at which time the annual membership drive starts.

Regulations are available here from the National Production Authority covering applications for priorities, including maintenance and repair, and the restrictions on the use of aluminum, electronic parts and power equipment.

Treasury Department has issued base period rates of return, indicating that in the amusement and recreation industries, exclusive of motion pictures, the tentative rate of return at present is 14.9 per cent against 12 per cent in 1949 and 11.9 per cent in 1948. High period was 21.3 per cent in 1946.

Hold Last Rites For Elsie Fellis

HILLSBORO, Ill., March 24.—Funeral services were held here Thursday (15) for Mrs. Elsie Fellis, 42, concessionaire, who was fatally injured in an auto crash March 12 in Tampa.

The Fellis car, driven by her husband, Walter Fellis, was struck by another vehicle and wedged between a telephone pole and a concrete marker. Fellis also was injured. Both had been with Turner Bros.' Shows the past seven years.

Bill Powell in France

MARSEILLES, March 24.—Bill Powell, New York outdoor showman, is spending several days here, en route from San Francisco to Paris. Powell spent considerable time looking over a big street fair operating on the former site of the 1922 Exposition Colonial and noted approximately 50 rides and 25 shows on the lot, plus the usual line-up of concessions.

Attractions Wanted
For Johnny Denton's
GOLD MEDAL SHOWS
NOW—MARIETTA, GA.—NOW

Well-framed Illusion Show; flashy, modern Arcade; real Wild Life (Cash Miller, wire), Grind Shows, Mechanical Shows, Platform Shows, good Snake Show (Louis Pasteur, wire). Would like to hear from LEE HOUSTON. Organized Colored Show (Charles Taylor, wire) or will consider an A-1 Producer who can frame Show. Dudley, wire. "Rabbit," who worked for me in Dallas, wire. Also any other capable Jig Show People. Good Front Man for Monkey Show. All Shows and Showmen reply to
RAY MARSH BRYDON
Asst. Manager, GOLD MEDAL SHOWS.

TONY MARINO
Can Place Side Show Acts of All Kinds
Tattooer, Magic, Pitch, Mental Act, Glass Blower. Dave Francis, Red Friend, Walter DeLenx, Tala, Billy Logsdon, all wire. We open Monday, April 2.

GINGER RAE
CAN PLACE TO JOHN AT ONCE
GIRLS
Dancers of all kinds. Long season—sure pay.

JACK MELTON NEEDS
2 YOUNG BALLY GIRLS FOR "GILDA" AND HER MILK BATH

"PEEP" SHOW
Starring "DIANNE AND HER MONKEY"
Want Character Dancers, Tangara, Evelyn, Bobbie Joe, Charmaine, Vikie and all others with us last year; can place you NOW.
Address: RAY E. THOMAS, Mgr.

CAN PLACE
2 A-1 PROMOTERS
Must be versed in all kinds of promotional work. To work 2 weeks ahead of Show.

Johnny Denton's
GOLD MEDAL SHOWS
MARIETTA, GA., NOW

STATE FAIR SHOWS
OPENING APRIL 28
WANT
Ride Help on all Rides. Men who have worked for me before, wire. Shows of all kinds. Good deal to Side Show Man. I have 20x60 top, front, banners, transportation. 25% to office. All other Shows open. WANT ALL CONCESSIONS. Everything open except Diggers. What have you? This show plays Kansas, Colorado and West Texas. I have 14 Fairs—none pending. We sign them or forget them. Will book set of Kid Rides for season. Good deal to Cookhouse.

HAVE FOR SALE
Allan Herschell 8-Car Kid Ride. 18 by 36 ft. Bingo with Truck and Trailer. Cheap.

Wire or Call C. A. GOREE
Home Address: Azle, Tex. (Phone 4J2)
P.S.: Will make good deal to Man who can and will handle complete set of Rides on percentage.

Robertson & Caler Amusements
Want all Hanky Panks, French Fries, Mug Joint, Short Range, Scales and Age, Custard, Ball Games, Jewelry, American Mitt. Any Grind Show. Have six Rides. Playing uptown lots. Heading north with weather. Summer in Indiana.
Cochran, Ga., this week; then per route.

BILL STACY
Can use sober, experienced Bingo Help. Can use good Caller. Wire, care of Western Union, Middletown, Ohio. Opening immediately. No Collect calls.

ANNUAL STRAWBERRY FESTIVAL
Poteet, Texas, April 10-14
Book any Major Ride except Wheel or Mix-Up. All Merchandise Concessions open. Replies to
A. B. VOGT'S SOUTHERN SHOWS
Lockhart, Texas, March 29 to April 7

AGENTS WANTED
Beautiful flashed Stores. Balloon Darts, Duck Pond, Basket Ball, Slum Spindle, Lamp Hoop-La, P.C. Dealers.
E. J. "Lucky" Wippier
1818 Elmwood, Kansas City, Mo., until April 4; then Model Shows, Inc., Duncan, Okla., April 7-14.

WANTED
RIDES AND CONCESSIONS
For July 4th Celebration
POTOMAC AMVETS
Post 135, Potomac, Illinois

MOUND CITY SHOWS #2
LAST CALL. Opening Benton, Arkansas, April 7. Two Saturdays.
With five Rides and three Shows. Account disappointment need Foremen for Merry-Go-Round and Wheel. Place a few non-conflicting Stock Concessions: Bumper, Pitches, Darts, Shooting Galleries, String Game. Privilege, $15.00 still; $20.00 for celebration. All replies to JACK WALLACE, Box 68, Lonsdale, Ark.

LONE STAR SHOWS
Now Showing MACON, GEORGIA, Pinamo Avenue
Want Ride Help, First and Second Men on all Rides. Want to book up-to-date Bingo and a few more legitimate Concessions. No flaties. Will book any worth-while Shows with own outfits. Will book any Major Ride that does not conflict with those we have. This Show carries 10 office-owned Rides. Have Chairplane for sale. Want to hear from Billposter with his own car. Address all mail to
J. R. McSPADDEN, Gen. Del., Macon, Ga.
LEO BISTANY, Bus. Mgr., Dempsey Hotel, Macon, Ga.

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ANOTHER BEST BUY! TEN SOLID PARODies of current hit songs for discriminating singing comics, $2. Springer, 20 W. 22nd, New York 10.

"ARE YOU LONELY?"—HIGH-YOCKTANE gag routine for male singles, club emcees; bold, belly-full; $1. Springer, 20 W. 22nd, New York 10.

ARRANGING FOR BAND, ORCHESTRA-Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Val's Arranging Studio P O Box 2169, Daytona Beach, Fla. ap7

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscriptions, $2; add $1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

PARODIES. GAGS. SPECIAL SONGS. SPECial Material, Guitar Solos, Piano Arrangements, Orchestrations, etc.; list free. Mel Butler Publications. 600 Beaman St. Clinton, N. C. ap21

1,135 PARODIES, SONGS, ROUTINES IN 1951 catalog, plus "Comic's Gagster," and monthly "Entertainer's Informer," $1. Kleinman. 11202 Oxnard, North Hollywood, Calif ap14

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY Italian Mosaic Inlaid Jewelry; Chinese, Mexican Jewelry; real Butterfly Wing Jewelry, real Feather Bird Pictures, Ivory Whale Teeth. Dressed Fleas, Carved Coconut Faces, Sea Shell Lamps, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla ap7

ABCO BARGAINS—WOLFDECKS. $9.75 doz.; Modeldecks, $11.40 doz.; Mild Cigarette Viewers, $3.90 box; Fannette, $3 doz.; Salome, $2.90 doz.; send $10, get big assortment; balance c.o.d. Box 46, Marlboro, Md.

A GORGEOUS SET OF 10 GIRL POSES cellophane wrapped; 3 sample sets, $1; other wholesale prices with order. Hellman's. 859 Montgomery St., Bklyn. N.Y. ap28

ART STUDIES—FOR ARTISTS, PHOTOGraphers; beautiful and alluring models; 12 glossy 4x5 photos to set; sample set, $1; 12 sets (all different), $7.20; 100 sets, $50. Hansen Sales, 2851 Madison, Chicago 12.

ATTRACTIVE DE-LUXE KEY CASES—Best grade leather, assorted colors, leather lined, on cards; fast 25¢ retailer, jobber's price, $13.50 per gross or sample three dozen prepaid, $4. Shafer Co., P.O. Box 723, Kansas City 10, Mo. ap7

AWAY AHEAD—"WOODEN NICKELS" sell on sight; tremendous profits; no shortage; immediate delivery; literature and saleable samples, 25¢. Connolly, Box 347, Great Falls, Mont. ap7

BARGAINS! SAVE UP TO 50%—HOISERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated 1000 Bargain Catalog. Valuable surprise gift Free with first order. Reliable Jobbers, 311-H North DesPlaines, Chicago 6.

BE A BUYER—SAVE UP TO 40% FOR clients; tremendous possibilities. Write: Roy Schmieder, 1402 Cass St., Saginaw, Mich. ap14

BIG PROFITS — MAKE FAST-SELLER Chenille Holiday Flowers, Monkey Trees, Dolls; literature free. Velva, Bohemia 6, N Y ap14

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A Large List of Secondhand Coin Machine Bargains will be found on p. 72 in this issue.

Sensational Value! 7-Pc. Fitted Bag!

$21.50 PER DOZ. Prepaid

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HERE'S WHAT YOU GET:
1. A Real Handbag! Red, green or brown simulated Alligator! Fancy metal Frame!
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Exactly As Photographed

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$6.50 for 2 doz.—minimum order 2 doz. $2.50 doz.—gross lots.

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The lady is apparently alive. When stuck with suction cup to car or any surface, she bumps, wiggles and shakes—or stands on table in showcase. Made in full color magic skin like plastic with rainbow fan feathers.

$16—6 dozen $30 gross
Minimum Order: 2 doz. $7.00

6 Samples, 2 each, $3.00
Jobbers, wire for quantity discount.
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We Prepay With Full Remittance or 25% Deposit, Balance C. O. D.

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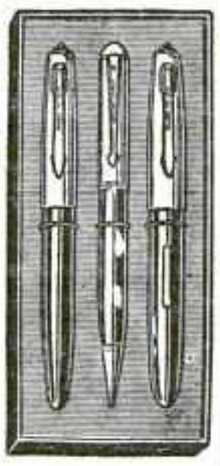
Sensational Value



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ORDER NOW!

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Genuine Leather Card Case

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LA MOUR PEARLS*

Gorgeous 3-strand high quality necklace. Graduated pearls brilliant rhinestone clasp Really an outstanding value.

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For men and women, new model watches, cases and dials Reconditioned like new. Complete with leather straps — 7-Jewel $9.95

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Gold Plated Expansion Band, 95¢ add.

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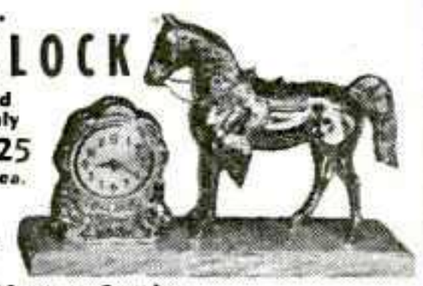
WESTERN HORSE CLOCK



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We mold in any name—13 letters max. For instance: "Tom & Mary" "Hill House" "Adobe Ranch"

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$1 BRINGS YOU THIS

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PLEASE ENCLOSE THIS COUPON

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Terrific Values & Flash in Real Fur, Plush and Plastic Stuffed Toys for Carnival and Concession Trade. Buy Direct.

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$24.00 DOZ.

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- #11—28" Rayon Plush Bear, movable eyes, asstd. colors, $27.00 dz. In 6 dozen lots..... $24.00 dz.

Take advantage of this low, low price. We'll take bona fide orders for later delivery up to May 1! Only 200 dz. left. So get your order in now.

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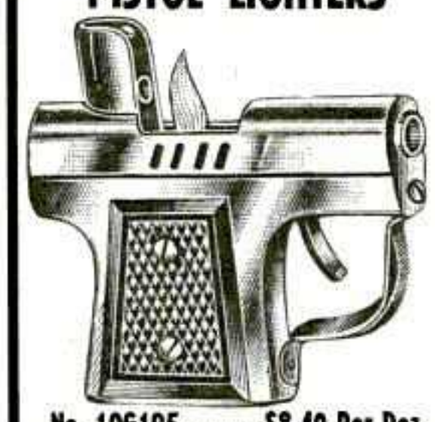

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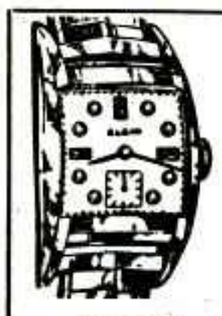

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White, Wilbur
Whitt, Louis Storer
Wilkenson, George
Williams, Carl
Williams, "Hen"
Williams, Robert
Willis, William L.
Wilno, The Great
Wilson, Raymond
Wish, Al
Wright, Jimmy
Yates, Roy E.
Yoantz, Green
Young, Albert Grant (Frenchy)
Young, Dorothy
Young, Reubin
Ziemba, John H.
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Barrett, Herb
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Borden, Lee
Briller, Bert
Butler, Howard
Burton, R. A.
Curtis, Robert (Slim)
Deward, Mrs.
Dickenson, Mrs. S. H.
Frank, Leonard
Grande, Pat
Hall, Al
Hall, Frances Stewart
Hanna, Morris
Ingram, Virginia
King, Rex
Kusniak, Betty
MacLeod, Maragret
Mayes, Prof. Livingston
McDermott, Ellen Miller
McGee, Thomas (Blackie)
Miller, Don & Ruth
Miller, John Adam
Monte & Nina
Moore, Ben
Morris, Dorothy
Orban, Robert
Ozman, Nat Philadelphia Red
Purrington, Del
Rascoe, Robert T.
Roberts, Naida
Rombola, Sam
Russ, Eileen
Sherry, Tony
Sirois, Richard I.
Torr, Nathan A.
Vancellette, Emma
Walker, Blacky
Walters, Clarence
Wilson, Ted
Williams, Barbara

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Adams, Fred
Allen, Louis
Baker, Charles
Baldwin, B. J.
Barbour, C. E.
Barrett, Walter
Bateman, Red
Bazinet, Dwight
Bazinet, Mrs. Betty
Bell, Mrs. Abe
Bell, Billy
Bible, Roy D.
Boudreau, Andrien
Boudreau, Gilberte
Bradley, Messrs. Jess & Franco Richardson
Bryer, Robert C.
Bybee, J. H.
Bydairk, Albert
Caldwell, Edward S.
Clarkson, Mr. & Mrs. Bob
Coffelt, W. R. Jack
Comeau, George
Conway, Clarence James
Cortez, Madam
Cutler, Louis & Rose
Cundiff, R.
Davis, Edward E.
Day, Clyde
Daniels, G. P. "Tex"
Daniels, Oss
Dondineau, Jerry
Dorsey, Jimmy
Edwards, William
Frenzel, Thelma
Fritz, Wallace R.
Fulton, G. E.
Fulton, James
Geracher, Miss Elizabeth
Galluppo, Jack
Hams, Mr. & Mrs. Warren
Harper, Mr. & Mrs. W. C
Harris, Edward R.
Heck, Edna T.
Holston, Mr. & Mrs. Jack
Hienz, Robert Alvin
Hooper, Mrs. Frank
Hyland, Dick
Hyland, Melita
Ingram, George
Inman, Louis B.
Johnson, C. L. "Windy"
Killey, Miss Ione Florence Wacker
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LaVell, Frank X.
Ledbetter, Floyd
Leitner, Carl
Lewis, Norma Ruth
Lunzer, Richard
Lynn, John J.
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McDanile, Harvey Lee
McDonald, Mrs. Mary
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McNeece, L. R.
McWilliams, E. C.
Malone, W. T.
Matejenski, Chester A.
Matt, Chester
Meads, Horace L.
Mercier, Bill
Moore, Frank
Moore, Mr. & Mrs. Roy
Moorehead, Merle
Morgan, Patricia
Mortoccio, Charles (Chuck)
Moss, Mrs. Richard
Muncher, Lefty
Nash, Larry
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O'Neil, Edward Louis
Osborn, L. E.
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Ramanaksi, Alfona J.
Ray, L. W.
Reese, Miss Joanne
Ridings, W. T.
Riley, Tex
Robison, Miss Lillian H.
Russell, Douglas
Sayre, Clarence N.
Shelley, John J.
Schnapels, Whimpy
Scott, T. P.
Shipley, Leonard A.
Shores, Smiley
Silcox, Joe
Simmons, Frank
Slusser, Mr. & Mrs. Melvin E.
Smallwood, Bruce M.
Smith, Charles W.
Spitzer, John J.
Staley, Loyal G.
Starker, John
Stephens, Mr. & Mrs. E. G.
Sweigart, Florence
Tabbert, Henry C.
Thomas, Kenneth B.
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Tomblin, Laurence L.
Town, Albert
Turoob, Mrs. Julius
Villinave, Pierre & Julia
Vince, Louis
Walker, Harry Fingers
Wallace, Jack
Waters, Mr. & Mrs. Tim
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Bronso, L.
Clarex, James
Darid, Wallace
Dumont, Cleo
Enquest, C. L.
Fisher, Jake
Gerrits, Paul
Hardy, E. F.
Harris, Eddie
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Clyde Beatty Opens in Rain

• Continued from page 54

horses in his Liberty act, four more than last season. The six elephants remaining after two died last season were used.

More Acts Joining

Program as presented here was undergoing changes. Some acts had not yet arrived. A partial list of those with the show included the Ericksons (7), acro; Borje Barton, finger-stand, holdover from last season; Caudillo Sisters; Pape and Rene, perch, and DeWayne Troupe, trampoline and teeter-board.. A flying return act was to join soon, and others were on hand. The program was described as stronger than when the show opened here three years ago.

Beatty is working with Kaiser-Frazer Company in automobile promotion. A Kaiser fitted with zebra and lion skin upholstery and lion mane flooring is on the show for Beatty's use, and K-F's smaller model, the Henry J., is used for the clown gag. Several Kaiser officials, including some from Detroit, were on hand for the opening. Local Kaiser dealer plugged the circus in advertising.

Show staffers include George W. Smith, general manager; Leonard Aylesworth, superintendent; William Petty, auditor; John Cline, equestrian director; Vic Robbins, bandmaster; George Davis, cookhouse, and C. W. (Scotty) Safford, trainmaster. Ahead of the show are William Moore, general agent, and Eddie Howe, press.

Street parade was given opening day with eight cages, including four large ones and four of the small ones formerly on Sparks; elephants, lead stock, horses, clowns and band. Wardrobe here and in the performance was flashy.

Flats Replaced

Beatty's train again is made up of two stock cars, four sleepers and nine flats. A new concession wagon was added to the rolling stock, which is made up largely of wagons built for the 1947 Sparks show and used last year by Beatty. Some lettering had not been completed.

Two 72-foot flats were purchased as replacements for a 70-foot and a 60-foot flat in the train. However, one of the newer ones was out of commission before the show moved.

It and the 60-foot car, formerly on a whale show, were left here. The replacement flats formerly belonged to Dailey Bros.' Circus and Cavalcade of Amusements. Two teams of draft horses are used again.

The show moved out Sunday night somewhat short-handed in several working departments but bosses said men had been lined up and were expected to join soon. To speed the first move, blues were loaded after the Sunday matinee, and night show patrons were put in reserved seats.

Beatty had wintered at Louisiana State Fairgrounds here. The weather was reminiscent of the org's 1948 opening in sleet and snow.

Show is making a fast run to the West Coast, and several of the stands en route will be under auspices. At Dallas, Friday (23) thru Tuesday (27) the Beatty circus will be sponsored by the State Fair of Texas.

Beatty Late at Tyler

TYLER, Tex., March 24. — A late arrival marred matinee business for the Clyde Beatty Circus here Tuesday (20), but even so two three-quarter houses were registered.

A late departure from Lufkin, Tex., and a tangled rail move were blamed for the delay here. The matinee started more than three hours late. Some ticket money was refunded but most of crowd waited.

Waco Matinee Lost

WACO, Tex., March 24. — Clyde Beatty Circus lost the matinee and started the night show slightly late here Wednesday (21) when the org arrived late. A full house was on hand for the night show, however. Railroading delays in leaving Tyler, Tex., Tuesday night (20) were blamed for the late arrival.

Snow Keeps 'Em

• Continued from page 56

staffers most likely to use them, rather than to the station in the hope that the release would get to the proper person.

He suggested that fairs send letters to station staffers to invite their co-operation and that fairs offer passes to staffers.

Mack recommended the use of paid spot announcements and cautioned taking "any time they offer. Try to get your spots next to a good commercial show."

Best Hours

Generally, he said, the hours between 6:30 and 8 a.m., the noon hour, and between 6 and 8 at night are best, he pointed out.

"Use your spots to advertise your commercial attractions," Mack urged, adding "dub in sound on the spots. Stations can provide such sounds as that of roaring motors, crowd roars, etc."

He also recommended that fairs contract their commercial exhibitors who use radio time and persuade them to use "hitch-hike" announcements on their own spots to ~'g the fair.

Speakers Heard

Other speakers included Col. E. B. Miller, Minnesota Director of Civil Defense; Herb Dotten, of *The Billboard*; Stan Muckle, secretary of the Steel County Fair, Owatonna; Lloyd Leider, first vice-president of the First National Bank, St. Paul; Robert A. Whitaker, Minnesota Department of Public Examiner; R. N. Barr, Minnesota Department of Health; Mrs. C. Harrington, superintendent of women's activities, Minnesota State Fair; Glenn Rowell, Fire Underwriters Inspection Bureau, and J. A. Levine, Bureau of Internal Revenue.

D. K. (Doug) Baldwin, secretary of the Minnesota State Fair, St. Paul, led a discussion on grandstand shows. County agents and 4-H leaders participated in a panel discussion of youth activities at fairs, and a panel of county agents gave their views on fairs.

George Larson, secretary of the Chicago County Fair, North Branch; George W. Gleixner, secretary, Minnesota Federation of County Fairs; Allen J. Doran, president of the Federation, and Baldwin shared in presiding over the sessions.

A banquet, held Tuesday night (20), was highlighted by Vernon Smith, lecturer-big game hunter, who gave an illustrated talk. Earl E. Huber, Federation vice-president, was toastmaster.

Hughes Denies

• Continued from page 56

agement, the story stated that the CNE board of directors had approached McCallum to take over as general manager and that McCallum consented, providing that the time he would step into the post would be deferred until the end of the year when his term as mayor will have been completed. The article further held that in all exploratory discussions with McCallum, it was believed that provisions were made to retain Hughes in an advisory capacity. *The Billboard* termed these actions as something of a surprise, since Hughes had been grooming several CNE staffers with the view that one of them would eventually assume his post.

McCallum Offer Denied

Hughes stated that the offer to McCallum had been denied by President R. C. Berkinshaw of the CNE association at the group's recent annual meeting. According to Hughes, the president stated that "the matter had never been discussed by the board of directors or executives of this organization, and no definite offer was made at any time." Hughes continued that discussions had taken place with the mayor "as it has been generally known that some time in the perhaps not to distant future, I may retire from the job after having had a 45-year connection with the exhibition."

On the final point, the story said that at the CNE association meeting it was reported that Danny Kaye, who was starred in last year's grandstand show, received $117,000 for the run of the show. Further, it held that afternoon and night grandstand shows grossed $482,616, attractions cost $354,125 and grandstand stage, scenery and prop expenses were $145,739, leaving a deficit of $17,247 on the grandstand operation.

In his letter, Hughes noted that the only discussion that took place at the meeting "was to speak of its excellence." He claimed that the facts and figures quoted by *The Billboard* were completely out of line and that there was no loss on the grandstand or any other division of the 1950 CNE run. Hughes concluded by saying that Kaye worked on a guarantee and percentage basis that netted him $80,000.

Orange Show Off

• Continued from page 56

concessionaires. The occasion was Crafts' annual beef steak dinner for the officials. He advised removal of the $1 gate, which, he said, keeps many people away. The $1 tab admits visitors to Swing Auditorium shows for standing room. Seats sell for an additional 50 cents.

On the last Saturday in 1950 the show featured William (Hopalong Cassidy) Boyd, who pulled 44,419 people. Beatrice Kaye was this year's closing Saturday fare and pulled 26,899.

Russell Z. Smith, manager and supporter of an all-paid gate, said that passes had been cut from 92,000 to 42,000 this year in an effort to get a paying crowd.

Under the Marquee

• Continued from page 59

in Chicago for several days. In St. Louis he visited with **Tom Packs** and **Frank Joerling** and reported a strong route of auspices and fair dates for his show.

Bill Powell, New York showman, extended his visit in Paris, France, in order to help celebrate the 74th birthday of **Mrs. Albert Carre,** widow of the late **Albert Carre,** well-known Dutch circus operator and horseman. Carre and his sons for many years, presented their Liberty and high-school horses at the Cirque d'Hiver Medrano in Paris, as well as in Holland and other countries of Europe.

With **Capt. William Heyer** and his dancing horse, Starless Night topping the entertainment bill, personalities attending the annual St. Patrick's Day (17) ball at the John Ringling Hotel in Sarasota, Fla., included **Joe Cronin,** general manager of the Boston Red Sox; **William Harridge,** president of the American League, and **Cornel Wilde,** film actor who recently completed work on the movie utilizing R-B for background.

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Regens' fully automatic, all-weather pocket lighters priced to retail at $1.50 to $5 are back in the premium and prize limelight. The guaranteed items come in five styles: chrome, etched, nickel, rhodium or gold plate finish. . . . Also in the low-price line are **Salient's** wallets for men and women, pocket secretaries, key cases, card cases, etc. . . . **Universal Fountain Pen Company** offers the trade at $1 and 40 per cent discount its new D50 line of guaranteed fountain pens featuring large ink capacity and maroon, grey, blue and black styles. . . . Popular priced four-color mechanical pencils are offered by **Four-Kol Pencil Corporation.** Writing in red, blue, green and black, the item, attractive to pupil or business man, comes with four spare leads and erasers. . . . Prize-users looking for higher-priced items might consider the Roger Spin ash tray by **Rogers Imports, Inc.** Priced to retail at $5.95, the bowl-like tray has a plunger attached to a disk covering the bowl. A push on the plunger lowers the disk and spins it at the same time, whisking ashes and stubs into the bowl below to prevent unpleasant odors. . . . **J. H. Chartoff** is plugging a line of lamps, toys, novelties and gift items for prize and premium users. Another item sure to catch the eye of men is **Dun-Rite Wood Novelty Company's** walnut pipe racks, humidors and ash trays. . . . **Co-Operative Import Company** offers four-piece pearl costume sets, porcelain bead sets and choker sets, all expensively boxed and attractively priced in quantity lots.

Chicago

American Neckwear Manufacturing Company announces a line of spring ties at attractive prices. . . . **National Press** announces a new line of pin-up girl ash trays. The item is one of many the firm distributes to the novelty and prize fields. . . . **Nu Tape Manufacturing Company** is marketing a new finger bandage that eliminates use of adhesive tape. A 30-second demonstration will sell this tape which adheres only to itself, not the flesh, the firm says.

Los Angeles:

Gene Hoffman, of **Wholesale Merchandise Company,** is receiving shipments of merchandise daily and is readying for a spring drive. He reports that he will offer many new items. . . . **G. V. Henry,** of the **Select Shaker Company,** reports that the Select Shaker is commanding much interest and that shipments are being made immediately upon receipt of order. . . . **M. Monette & Company** is now making available what it claims is the world's smallest precision camera. It is 2 inches by 1⅜ inches and takes a clear, sharp picture that can be enlarged. Monette reports, too, that the item is designed for salesboards and other premium users. . . . **Murray Hofberg,** of **Murray Sales Company,** has added a line of watches to his general line of merchandise.

Detroit

Dr. West's Prescriptions is putting a new formula product on the market for agents and medicine workers. It is said to be for masculine trade. . . . **"Mr. H. W. Dodad,"** tissue paper dispenser manufactured by **H. and W. Manufacturing Company,** has been literally placed on the shelf pending outcome of the present crisis, **V. O. Warrick,** advises. . . . **Service Emblem Company** is introducing an unusual souvenir novelty in the form of chenille emblems of a wide variety. These differ from familiar local or personal name souvenirs in texture and sales appeal, having something new to attract the amusement and concession trade. . . . **Fred Silber,** owner of the novelty supply company bearing his name, has returned from a six-week vacation in Florida. . . . **William Zakoor,** founder of **Border Novelty Company,** is getting his firm settled in its new home. . . . **Mrs. Ora A. (Pop) Baker** is back on the job managing the Baker Game Shop. . . . **John A. Rozof,** of **J & L Products,** is promoting a line of low-priced slum, starting at 50 cents per gross, and large plush novelties at $36 per dozen up, in addition to a complete novelty line.

From All Around

The successful 48th American Toy Fair, held March 5-16 in New York at Hotel New Yorker, Hotel McAlpin and at permanent showrooms at 200 Fifth Avenue and 1107 Broadway, underlined the growing importance of toys to the concessionaire, premium user, etc. Some 1,200 exhibitors showed their lines at the fair which is held annually for the purpose of cutting manufacturers' distribution costs by enabling buyers to cover the market thoroly in one location. Officials pointed out that altho it cannot be determined at this time just what kind of toys and how many of them can be produced, because of defense restrictions, it is evident that demand will be heavier than ever before because of the huge increase in recent years in the kiddie population.

As an aid to users of toy merchandise, The Billboard this week lists a line of items that may be of help in planning for future operations. **Doughboy Industries, Inc.,** offers a line of inflated water toys big enough to support a child. The line includes the Pad-L-Duk, Bulgy the Whale, Go-Boat and Splasher. Each retails for $2. . . . **Bergen Toy & Novelty Company** announces a line of plastic toys running from animals, soldiers, cowboys and traffic cops to dairy farm and Wild West sets. . . . **Ideal Toy Corporation** is plugging its plastic toy defense line, ranging from airplanes to boats and land vehicles. . . . **Knickerbocker Plastic Company** is offering dealers a super-jet water pistol. The plastic item will shoot water 250 times without reloading. . . . **Humpty-Dumpty Toys, Inc.,** is offering a line of circus characters and animals. . . . **Mosco Plastics** offers its Pokey Joe Fire truck in which firemen pump and the driver rings a bell. All moving parts are multi-colored. . . . **Schaper Manufacturing Company** has announced its Hangman game, an educational spelling game. . . . **Mobo Toys, Inc.,** has a line of all-steel action toys. . . . **Collegeville Flag & Manufacturing Company** has Straight Arrow suits, named after the radio character.

B. Shackman has mechanical toys plus a large variety of novelty items for the trade. . . . **House of Dolls** is advertising its melody dolls priced to retail at $1.98. More than 30 styles are offered, all with moving eyes and fancy costumes. . . . **Horton Handicraft Company** is advertising its hobby kits for leather work. . . . A twin-bow dart game is offered the trade by **Wes-Ko Products. . . . Ahmco Products, Inc.,** is offering the Howdy Doody Twinkle Doll. . . . **Flagg & Company, Inc.,** is pushing its lines of flexible plastic dolls in more than 60 models. . . . Howdy Doody figurine painting sets have been introduced by the **Hadley Company.** Assorted brushes, non-toxic paints and glaze accompany the Howdy Doody figures to be painted. . . . Four figurine painting sets have been added to the line of **Artist Color Company.** According to the firm, the sets are complete in every detail, containing everything the beginner or advanced painter needs.

NEW SHIPMENT
NOVELTY CHINA
SALT AND PEPPER SHAKERS

Available in assorted designs or in the design of your choice. The following styles are available:

Asst. Corn, Fish, Rooster and Hen	Scotty Dog
Penguin	Pig
Duck	Indian
Asst. Apple, Pear, Pumpkin & Corn	Chef and Cook
Upright Pig	Japanese Couple
Clown	Tomatoes
Standing Dog	Colonial Lady
Pandas	Hugging Squirrel
Asst. Figures	Hugging Cat
Cats	Dwarfs
	Pitcher

$2 Doz. Pr.—$21.60 Gr. Pr.

Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

Spring Specials!

LARGE PISTOL
Liters . . .$6.00 dz.

2-CELL FLASHLIGHTS	$4.00 dz.
SECRET POCKET WALLET	6.00 dz.
JUMBO TELESCOPE	3.00 dz.
STRATFORD FOUNTAIN PEN	3.00 dz.
CAMERA LIGHTERS	7.20 dz.
TROPHY LIGHTERS	10.20 dz.
LARGE HUNTING KNIFE	9.00 dz.
4-COLOR BALL PEN	7.20 dz.
NEW FISHING CLOCK	8.50 ea.

25% Deposit—Balance C.O.D.
Send for 1951 List.

IMPERIAL MDSE. CO.
893 Broadway New York 3, N. Y.

Mechanical Begging
FUR DOGS

$4.50 per doz. in case lots
$5.00 per doz. less than case lots

40 dozen to case
25% Deposit, Balance C.O.D.

NATIONAL DIST. CO.
421 Calumet Bldg. Miami, Fla.

STEEL OR WOOD
CHAIRS
Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed

ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1385

ILLUSTRATED CARTOON BOOKLETS!

SAY, FELLOWS! BE THE LIFE of the PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS of COMIC CHARACTERS
$10, ALL DIFFERENT, $1 POSTPAID
SORRY, NO POSTAL C.O.D.'S!

REGINALD SALES
1216-BB Park Row Bldg., New York 7, N. Y.

HOSIERY

All grades in Ladies' nylons; men's and children's anklets, $1.00 and up. Cash or C.O.D. Satisfaction guaranteed or money refunded.

LOOK-RITE HOSIERY MILLS, INC.
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CLEAN UP
WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstration

Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells $1; $56.00 gross. Send $1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

OUR MOTTO
A SQUARE DEAL TO EVERY CUSTOMER

Fast Sales, Big Profits — Part or full time, original Koehler stock signs. 1500 varieties, sell all places; 4½x11", 7x11". Also religious and changeable signs. Special offer, $5 per 100 or $1 for 15 7x11 best sellers, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

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HORSE CLOCKS
Buy the Best and Save Money!
Sessions self-starting sweep second hand clock movement in original horseshoe Western styled metal case. Size 6"x6" with full size 10½" all-metal Western saddle horse mounted on leatherette base. Overall dimensions 11" high, 17" long, individually boxed, 6 to master carton. Gold, silver or rose-gold finish. $6.75 ea. 6 or more. Samples, $7.25 ea.
IMMEDIATE DELIVERY.
HULA LAMPS, $10.00 Ea. 6 or More
Sample $11.00 Ea.
25% deposit with order, balance C.O.D., F.O.B. Chicago.
Write for Free Folders.
COOK BROS. 816 W. Maxwell St. Chicago 8, Illinois
WHOLESALE ONLY

MAIL ORDER BOOM!
Newspapers, magazines, trade papers confirming the South's phenomenal agricultural and industrial BOOM. Prosperity everywhere. Spendable income at all-time high. Farmers got highest cash pay-off in years on tobacco, cotton, peanut crops. South's "rural" families loaded with fresh money . . . eager to spend it. Mail order houses getting large share, as South's "rural" families still nation's greatest mail order buyers. Hundreds of keen mail order sellers advertising in every monthly issue of the SOUTHERN FARMER, which goes into the homes of over 1,000,000 of the South's "rural" families, and proved strongest mail order puller. They are getting terrific response to ads offering JEWELRY, WATCHES, TOYS, NOVELTIES, WEARABLES, PERFUMES, SURPLUS, HILL-BILLY RECORDS, BOOKS, and everything else for personal, home or farm use. The SOUTHERN FARMER carries more mail order ads than any other rural-farm publication anywhere. Over 80% of our more than 1,000,000 paid subscribers live in towns under 5,000 population, where ready buyers must depend upon mail order houses for things they want and need. Get your share of the big money by advertising in our big MAY ISSUE closing for ads on APRIL 10TH. Write, wire or phone for sample issue, rates, success stories, etc.
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THE SOUTHERN FARMER
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BALL POINT PENS $9.50 PER GROSS
WITH DISPLAY CARDS
Full Pen Visible Ink Supply
½ GROSS $5
With Brass Tips Metal Caps & Clips With Display Cards $13.25 PER GROSS
½ GROSS $7
25% Cash with order, Balance C.O.D.
ARTHUR LEE CO., Dept. B-31
16 Court St., Brooklyn 2, N. Y.

A SURE LAUGH!
April Fool & All Year 'Round Number
Phoney Fried Eggs (2), Doz. ...$3.00
Phoney Single Fried Egg, Doz. $2.00
Phoney Swiss Cheese, Doz.$1.50
Plastic Rubber Chocolates, Per 100 ..... $5.00
Bulk, Doz... .50

Order from your jobber or send $10 for asst'd samples of our complete merchandise. Jobbers: Write for quantity prices on all items.
PARISIAN ART PRODUCTS
141 Fulton St., Dept. 2, New York 8, N. Y.

FOLDING CHAIRS
• IN Steel OR Wood
FOLDING BANQUET TABLES
WRITE FOR CATALOGUE AND LOW DIRECT PRICES
J. P. REDINGTON & CO.
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BINOCULARS
Min. Cameras, TONE, RUBIX, VESTA and Still Cameras, 35 mm. KONICA F3.5 and F2.8, tripods 15"x54", 6 sections, panheads, microscopes, cig. lighters, cig. cases, watchbands, harmonicas, toy pianos, zippers, snap fasteners, novelties all imported at manufacturer's price.
UNITA
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MUrrayHill 2-4176

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FOLDING CHAIRS
Immediate Delivery.
New, durable, mixed Northern Hardwood.
Write for Lowest Prices
MORRIS MANDELL, INC.
26 E. 13th St. (Dept. B)
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ALgonquin 5-5912

WANT TO MAKE REAL MONEY!
You can positively make $50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to
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ENGRAVERS
with it since 1907
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send for new 1951 CATALOG
MILLER CREATIONS
7739 Avalon Ave. Chicago, Ill.

Pipes for Pitchmen

By BILL BAKER

OF INTEREST . . .
to pitchmen is the third annual Home Show, scheduled to be held in Freeport, Ill., early in April. Event is said to feature 60 booths of exhibits, displaying everything needed to build, furnish and equip a home, reports William H. Newby, assistant manager. The commercial displays are supplemented by stage talent and he reports that the event draws an estimated 10,000 each year. Pitchmen who have made the first two events have been more than satisfied with results. Freeport Chamber of Commerce is show's headquarters.

BOB SMITH . . .
the Globetrotter, advises from Rome, Ga., that tho weather down there has been rough on the pitch boys. Smith, who has been making stock sales in Georgia, Florida and Alabama, plans to open a med show soon, using pix for the draw. This year marks Smith's 45th season in the pitch field.

RED HUTCHINSON . . .
who is working out of Lenoir, N. C., is framing a pinking shears and religious pix layout which he will hit the road with soon.

MAE LITHGOW . . .
is working furniture polish at the F. W. Grand downtown store in Milwaukee to reported slick returns.

"SINCE MY LAST . . .
pipe, I migrated to the doings at Baton Rouge, La.," letters George H. Brooks from Hot Springs. "Event was the Fat Stock Show and Rodeo on the Louisiana University grounds March 3-9. The show drew capacity crowds. Sammy Bluestine had snow cones and Brooks and Rhorer were out in front of the coliseum. Slim McKnight had the novelties inside and outside. Agents included Johnny Johnston, Sam Fisher, Junior Sanders, Peanuts Cramer, Red Burns, Jack Palmer, Ray Harning and Danny Craig. The big crowds were poor spenders."

J. W. SWISHER . . .
following a lengthy silence in this corner, cards from Marmet, W. Va., that he's still working sheet in West Virginia to fair takes. "I signed up a fellow by the name of Lost John last week," Swisher pens. "He's the fellow I've been looking for so long. I plan to open my novelty stand in a few days and hope to get some good returns. Let's have some pipes from the boys in the South, particularly Jack (Bottles) Stover. Since I've had 30 years experience in the business, I can give some good tips on the towns in West Virginia, good and bad, hot or cold and open or closed."

JACK BRANHOLTZ . . .
is a recent arrival in Chicago, having gone there from his New Orleans location.

JOCKEY KID ROSS. . . .
well known in Pitchdom, is night manager of the Clinton Hotel, Chicago. He hasn't made a pitch in three years.

MYRTLE HUTT . . .
is going to town on punch needles in San Francisco stores is the word from the West Coast.

JOE LOBARSKY . . .
and two daughters pitched giant airship balloons to big scores at the Milwaukee Home Show, March 11-17. Joe's son, Louis, pitched toy dogs outside the building to good geedus counts.

BOB BEAUDRY . . .
who pitched vitamins to sock returns at the Milwaukee Home Show, March 11-17, has had his lawyer's shingle hanging out in front of his downtown office in that city for the past several months and is reported to be doing well. He and Mrs. Beaudry recently moved into a new home in suburban Wauwatosa but Bob still keeps his hand in the pitching game during special city exhibitions.

"JUST CAME IN HERE . . .
from Detroit," letters Madaline E. Ragan from Chicago. "While I was in the Motor City, I met plenty of old-timers. Among them were Chief and Mrs. Mexas, of med note; Gypsy Brown, Scotty Bird, Little Tommy Hoy, Pappy Fulton, Chief Heming, Tommy Cobas, Bill Meader, Ward Griger, Al Shriner, Bill Ellis, Lester Kane, Larry Witt, Posey Joe and Pocketbook Harry. I was sorry to learn of the death of Doc Cunningham in Florida. Plan to visit Maxwell Street here to see who is in town. Little Harry and Carl are back after visiting Hot Springs and Hillbilly Holler. They have been working the gas savers and are getting their share of the long green."

HARRY KINCHELOE . . .
letters from his Mar-o-Vel Company headquarters in Oklahoma City that there are four med shows there preparing for an early opening. He advises that a number of pitchfolk have visited him and that all seem optimistic over prospects for the coming season. He says he'd like to read pipes here from Bob and George Ward, Ray Smith and Pat Dana.

WALTER McIROE . . .
currently plying his wares in Texas, is mapping plans to take out a lot show this spring.

"WHILE PASSING . . .
thru Norfolk recently, I ran into a good friend, Woody (Chrono Kid) Woodall in the Pitchmen's Tavern," letters Bob McMana. "Woody is still working the high pitch with jewelry and hauling in the shekels as fast as ever. He and Wanda Wallace plan to marry soon. I understand they will team up on the pitch because I understand she is one of the most terrific pitchwomen in the biz."

HOXIE TUCKER . . .
well-known pitchman and showman, is readying a large unit under canvas and will take it out as a med show, working to free admissions and free seats. Casey Hofeller will supply the candy for the unit.

HY SCHUMACHER . . .
clicked with flash lanterns at the recent Home Show in Milwaukee.

CURLY MILLER . . .
is in Sarasota readying his enlarged outfit for a summer tour.

MARIE BROWN . . .
was one of a crew working handwriting analysis to good business at the Home Show, Milwaukee, March 11-17.

LARRY SYMES . . .
sold shamrocks to big business at the Home Show, Milwaukee, March 11-17.

W. J. BLANTON . . .
has been resting up at his cattle ranch in Spartanburg, S. C., for the past month before taking to the road with his jewelry layout.

LENWOOD K. MAYE . . .
reports from Washington that while working that city recently

(Continued on page 72)

OAK-HYTEX
FLYING SAUCER BALLOON
..Red Hot Pitch Item
Action! Noise! order from your jobber
The OAK RUBBER CO.
RAVENNA, OHIO

Oak Balloons
For Immediate Shipment
Write for FREE Catalog
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

BALL POINT PENS
$5.00 FOR ½ GROSS
★ Ink visible at all times
★ Will never leak or clog
★ Triple usual ink supply
★ Cheaper than refills
★ Beautiful, assorted colors
★ 100% satisfaction guaranteed
Gross lots $9.50 Sample 25c
20% deposit, balance C.O.D.
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NYLON HOSIERY
FOR SALE
First Quality—Irregulars Converted 1-2-3, $2 Doz.—$10 Doz. Buy direct and save up to 50%. Sample box furnished by request. Please send check with order or will ship C.O.D.
ALLEN HOSIERY MILLS
Box 1676 Chattanooga, Tennessee

"FLOWER GIRL"
The guaranteed boudoir doll sensation of the coming season! A Show Stopper loaded with FLASH.
Rich Flowered Satin Dress and Bonnet trimmed with fine lace. Mohair wig. Individually boxed.
36" Tall
$36.00 Per Dz. Samples $4.00 Ea.
25% Deposit, Balance C. O. D.
Telephone: ORegon 3-6330
CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

LOOK! WE DO IT AGAIN LOOK!
MARK DOWN THESE PRICES COMPARE THEM WITH OTHERS
FEATHER DOLLS

4" Hi-Hat, beads & tinsel, gr. ..... $ 6.00
5" Hi-Hat, beads & tinsel, gr. 7.20
6" Hi-Hat, beads & tinsel, gr. 12.00
7" Hi-Hat, beads & tinsel, gr. 14.40
9" Hi-Hat, beads & tinsel, gr. 22.00
12" Hi-Hat, beads & tinsel, gr. 36.00
15" Hi-Hat, beads & tinsel, dz. 6.50
Feather Backs, Bright Colors, gr. 8.00
BALLOONS
#9 Kat Mottled-Red Box ..... $ 4.75 gr.
#11 Mottled Animal Print ..... 4.75 gr.
#11 Mottled Plain Round ..... 4.00 gr.
#11 Pastel Animal Print ..... 4.50 gr.
#14 Kat Mottled Red Box ..... 8.00 gr.
#10 Mickey Mouse ..... 5.50 gr.
#15 Mickey Mouse ..... 7.75 gr.
Tip Whistle Whips ..... 13.50 gr.
24 Inch Lash Whips ..... 12.00 gr.
Batons RW & B with Bell ..... 12.50 gr.
FUR MONKEYS

4" Bright Colors, gr. ..... $ 3.50
7" High Hat, gr. 7.00
10" Hi-Hat, the best, gr. 14.00
12" While they last, gr. 18.00
Flying Birds, #310, gr. 7.50
Flying Birds, molded, gr. 11.50
Flying Birds, Jap, gr. 4.50
Crook Handle Canes, per M 12.00
PARASOLS RAYON
10" 6-Rib Crook Handle ..... $33.00 gr.
10" 6-Rib Flowered ..... 39.00 gr.
12" 8-Rib Flowered ..... 48.00 gr.
14" 8-Rib Flowered ..... 54.00 gr.
16" 8-Rib Flowered ..... 66.00 gr.
PLASTIC #720 Comp. Rib ..... 3.25 dz.
PLASTIC #760 Metal Rib ..... 4.25 dz.
Metal Trombones ..... 22.00 gr.
Plastic Bugles ..... 2.00 dz.
Plastic Fog Horns ..... 9.00 gr.
OUR SPECIAL!
ASSORTED COLORS, RAYON LONG PEAK HAT, Any Name Printed on It, Sure Winner!
Write for our new catalog.
CHARLES SHEAR
150 Park Row New York 7, N. Y.

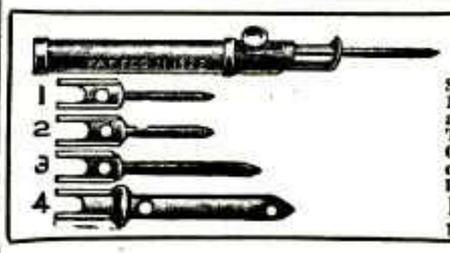
Chi-Chi
THE FAN DANCER
Ah! Soft shoulders and dangerous curves! Comes with suction cup to attach to car where breeze and car motion bring her to "life" . . . or stand on desk or shelf in her "showcase."
Price: $2.25 Dz. $25.00 Gr.
SAMPLES
One ea. of all items, $2.00 — No C.O.D.
50% with order, balance C.O.D.
Jobbers, write for prices.

Merma the mermaid
The POCKET PEEP SHOW
She bumps, wiggles, nods her head. Just turn the crank and this Siren of the Sea comes to life. Soft flesh-like plastic life-like colors—clear "fishbowl" box.
Price: $3.25 Doz. $36.00 Gross.

Fanny
Soft flesh-like finish. Mounted on plastic base. Crank for action.
Price: $2.25 Doz. $24.00 Gross.
Standwell COMPANY 2709 SOUTH HILL STREET LOS ANGELES 7, CALIF.

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
$3.50 EACH IN CASE LOTS OF 30
$3.60 Each in Less Than Case Lots
$4.00 for Sample Postpaid
Case lots of 30
No. 140 TOBAS $3.25
No. 144 Midway 3.25
No. 145 Magnet 4.10
No. 146 Mingo 4.10
Less Than Case Lots, Add 10c Per Blanket.
For Sample Add 50c Per Blanket.
Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.
WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

MEXICAN IMPORTS
Tule decorated baby chairs ..... $10.00 dz.
Pancho Villa Palm Hats ..... 6.00 dz.
Fringed Palm Hats ..... 3.60 dz.
Feather Bird Postal Cards ..... 7.00 dz.
Pottery, Curios, Novelties, etc. 25% with order. Request price list.
F. L. DE ARKOS
904 SCOTT ST. LAREDO, TEXAS



Punch Work Demonstrators
You can make MORE money selling our PERFECTED ART NEEDLES.
Set consisting of holder and 4 points, $23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set $1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

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PUSH PUSH
PUSH CARDS
Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE
W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

IT'S NEW! IT'S FAST! IT'S AMAZING!
PICK-M
Location owners claim it's the fastest money maker that's hit—since games were invented.
WRITE NOW FOR COMPLETE DETAILS AND PRICES
PICK-M IS MAILABLE
HI-LO SALES
LITCHFIELD, ILLINOIS
PICK-M copyright patent pending PHONE 127

SALESBOARDS—JAR TICKETS
NEW LOW PRICE
ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description		Profit	Net Price
300	25¢	KWARTER KOLORS, THICK	Def.	$15.00	$ .80
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.90
1000	5¢	5¢ CHARLEY, THIN	Def	17.00	1.25
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	1.55
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	2.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	2.25
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	2.25
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	2.25
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	2.25
1000	25¢	SIX TWO BITS	Avg.	114.28	2.25

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS On Sticks—Sizes 1000-1200 1260-1600
Stating your requirements. Large stock. Plain Tip Definite, Jackpot. Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

PUNCHBOARDS
DISTRIBUTORS AND OPERATORS
Immediate delivery at lowest market prices
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Salesboard Sidelights

T. & C. Sales Company, Jacksonville, Ill., partners **J. M. Trotter** and **H. K. Cade** report that sales and trade reception of firm's The Thing! has exceeded expectations. The spinning clock idea of The Thing is clicking across the country, they chortle. The T. & C.'ers also report large sales on the new titanium ring, which sports a "man-made" diamond. Topping the sunny tidings is word that company's sales trend on its salesboard and tickets continues upward.

Play Baseball continues to be the cry at Superior Products, Inc., Chicago. **Irving Sax,** general sales manager, backs up ad manager **Ralph Cryer's** vigorous applause on the mounting sales of the board. Nickel play, combined with a top American sport, work together to make a real bang-up presentation, the boys report.

Ray Mertz & Company, Chicago, points to its "out of this world" stock of different size, type push cards as the reason for greater activity in its order department. All shipments go out immediately upon receipt of orders, 'tis stressed. Firm is offering a free catalog covering its entire line.

Irwin Secore, Secore & Secore, Chicago, tells of two new releases, Saddle Time, in dime and quarter punch, and Pays Double, a 1,200-hole quarter play number. Secore is also talking a new plain board, featuring 2,000 holes, out last week. Irwin says brother **Mort** is now rolling along the concrete in Pennsylvania and New York in his new Buick. **Lou Rotfeld** has returned from his Florida vacation.

Bernard Kite, manager of the Chicago branch of both Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Chicago, is keeping on his toes filling area orders. The short-haul delivery on both boards and tickets and the in-person pick-up of same, in many instances, continues to pay off for both the operator and the manufacturer, Kite states.

Pipes

• *Continued from page 71*

he ran across his ex-partner, Myers Woodall, on vacation from Tri-State College. Maye says that Myers and his brother, Woody (Chrono Kid) Woodall, were headed for New York. Woody is still active in the pitch game, but Myers says he'll remain inactive until he obtains his degree in December. The other well-known Woodall brothers, Lefty and Roy, are with a vacuum cleaner pitch somewhere in the South, Maye reports.

ED COREY . . .
purveyed polish at the recent Home Show, Milwaukee, with Jack (Husky) Heller also on hand, counting up scores with a varied assortment of items.

STEVE McCLAIN . . .
is working sheet in Monroe, N. C., to reported good business.

HEAVY FAULKNER . . .
Wily Hawkins and Dave (Slim) Dunlap are working sheet out of Albemarle, N. C., to good results.

SOME OF THE BOYS . . .
tell us that they recently spotted Dr. M. J. Lockey and B. V. Mangrum hustling subscriptions to a farm mag in Orangeburg, S. C.

FRANK ROBERTS . . .
continues to work jewelry and novelties out of Asheville, N. C., to okay business.

SAM B. WARREN . . .
general manager of Bardex Minstrels the past season, has been engaged in the same capacity for 1951, according to reports emanating from the med show's winter quarters in Sarasota, Fla. Most of the personnel with the org last season has returned and numerous new members are on hand since the show is being enlarged in several departments. An innovation for med shows is the org's cosmetics line counter which will be handled on the lot by an attendant to publicize its sale in drugstores. A new big top is on order and all equipment is being readied for an early opening in the North. Show returns South for a late season close, as per custom.

DR. T. S. JACOBS . . .
is ready to take to the road with his med show after several years' absence from the highways and byways. Jacobs says that he's tired of fishing and has stored his boat. He plans to go out with a white med show.

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APRIL 7 ISSUE . . THE SPRING SPECIAL

WEDNESDAY, MARCH 28

Do not miss this important result-producing Annual Issue. Mail Your Copy Early.

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. Ill. ap21

AMI MODEL A, $375; 3 ROCK-OLA HIDE-aways with 8 boxes, $200; Two Bowlettes at $50 each. ABC Coin Machine Co., 2509 S. Presa St., San Antonio, Tex.

ARCADE SALE, INCLUDING MUTOSCOPE, Voice-o-Graph, Photomatic, Deluxe Shooting Gallery, Games, including Pinballs. Conie Lee, 397 North, Pittsfield, Mass.

ATLANTIC CITY — LEADING PIN-BALL and Shuffle-Alley Route, $15,000. Guberman Realty, 30 South Virginia Ave., Atlantic City, N. J. mh31

CANDY, GUM AND NUT VENDING BUSINESS; 440 machines now on location; Two Panel Trucks, Office Supplies, Typewriter, Adding Machine, Coin Counter, Small Tools, etc Also a few Cigarette Machines, all on location. Now being operated with two servicemen and a manager; vending machines are all leased from a large operating company; machines not available on the open market; franchised territory, three Northwestern Ohio counties; possibilities excellent; good personal reason for selling. Box #C-329, c/o Billboard, Cincinnati, O. ap21

CAST IRON STANDS—WEIGHT, 25 LBS., $4 each; in lots of six or more, $3.75 each; top flanges, only 30¢ each; top plates, for two venders, $1.30 each; top plates for three venders, $1.55 each; all prices f.o.b. factory; ½ deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CUT, CUT WENT OUR PRICES ON Penny Games. Send for bargain list. Atlas Specialty Co., Paris, Tex. ap7

DIGGERS—ALL TYPES CHEAP; USED Eries for carnivals, merchantmen; Electro-Hoists, Mutoscopes, Buckleys, Rotary Merchandisers, Supplies. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—50 USED 1¢ COLUMBUS Vendors, Model Z, ZM and G, @ $5 each; cash with order. Birmingham Vending Co., 540 2d Ave. No., Birmingham 4, Ala. mh31

FOR SALE—TEN SEEBURG SHOOT THE Bear Guns, $375 each; Three Keeney's Bonus Super Bells, $160; ½ deposit, balance c.o.d. Louie's Amusement Co., Bedford, Ind. ap7

FOR SALE—1 BUCKLEY TRACK ODD 1948, like new, 5¢ play, $400; Draw Bells, good working order, $100; Shanghai Pingame, $25. Frank Guerrini, Burnham, Pa.

FOR SALE—16 DALE GUNS, $70 EACH; 1 ChiCoin Pistol, $85; 2 Silver Bullets, $150 each; 1 Quizzer, complete with film, $70; 2 Seeburg Hytones, $90 each; all machines on location and in guaranteed A-1 condition. Curly Saunders, Menominee, Mich.

FOR SALE—10 ERIE DIGGERS IN GOOD condition, $895 cash. V. Smith, Box 152, Riley, Kan.

FOR SALE — TEN STRIKES IN FIRST class condition; those operators who bought some from us are well pleased with them; out they go at $39.50 each; free crating. Reliable Skee Ball Co., 5728 Broadway, Chicago, Ill.

RADIOS—INTERESTED IN BUYING COIN-Radios and TV's. Please send full details to Box #C-341, c/o Billboard, Cincinnati, O.

SHUFFLEBOARD OPERATORS, ATTENTION: We have Exhibit Shuffle-Bowl Conversions in first class condition at $49.50 each; try one or two of these as a sample, you can't go wrong. Reliable Shuffleboard Co:, 5728 Broadway, Chicago, Ill.

STAMP FOLDERS DIRECT FROM MANUfacturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. mh31

STAMP FOLDERS—DIRECT FROM MANUfacturer; unlimited quantities; immediate delivery; write for prices. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. mh31

STAMP FOLDERS DIRECT FROM MANUfacturer at lowest prices; write for samples and prices. Box 305, Miami 44, Fla.

TEN RCA 25¢ COIN RADIOS, GUARANteed excellent working condition, $35 each, f.o.b. Clayton, all for $325. Sadler Radio, Clayton, N. M.

USED ONE BALL BARGAINS—TURF Kings, like new, $500; Champions, $350; Photo Finish, $325. Olson Amusement Co., 5818 N. 24 St., Omaha, Neb. Tel.: Kenwood 3385. ap7

WANTED—USED ATLAS BANTAMS, BV-300's, state condition, age, quantity, price, etc. International Enterprises, 2345 Virginia Ave., Topeka, Kan.

1 ROCK-OLA STANDARD SHUFFLEBOARD Trailer, 25 feet long, and 5 Rock-Ola Standard Shuffleboards for sale, $1,000. Arnok Brenik, Watertown, S. D.

3-MODEL WURLITZERS 600—VERY CLEAN and in good working order, $45 each; 2 like new Aristocrat Pop Corn Vending Machines, 10¢ chute, write; some used Bell Machines for Penna. only. Write. Frank Guerrini, Burnham, Pa. ap7

3 WURLITZER 600, $65 EACH; 3 WURlitzer 500, $70 each; 4 Wurlitzer 61, $50 each; 4 Wurlitzer 71, $60 each; 1 Seeburg 8200, $65 each; 1 Seeburg 8800, $65 each; 1 Bally Speed Bowler, $185; 1 United Super Alley, $100; 1 Electric Skill Gun, $35. All this equipment in good condition; will trade for AMI Model B Phonographs. A. & F. Music Co., Randleman, N. C.

147-S SEEBURG, $325; TWO 1015 WURlitzers, $295 each; Chi Coin Baseball, 5 ball, $49.50; Exhibit, Banjo, 5 ball, $49.50; F. P. Pace Reel, $49.50; Bally, Champion 1 ball, $300; Six, 8-in-1, Dice, Counter Games, $25 each; Cinderella 5 ball, $69.50; all machines extra clean; 1/3 deposit. Ark City Music Co., P. O. Box 74, Arkansas City, Kan.

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1000 10¢ READY Money	Prof.	$50.00	$1.48
1000 25¢ J.P. Charley, X Tk.	Prof.	52.00	1.49
1000 25¢ Texas Charley, Seal		102.28	1.69
240 6 for 25¢ Giant Hole	Prof.	33.00	1.98
1000 5¢ J.P. Girlie Bds.		28.00	1.98

DELUXE SALES CO., Blue Earth, Minnesota

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Hirsh Coin Sets New Expansion; Buys Operation

WASHINGTON, March 24.—Latest in a series of important expansion steps announced by the Hirsh Coin Machine Company was the acquisition, March 8, of the General Amusement and Hendrix Novelty companies.

Hendrix Novelty had previously bought out General Amusement. The firm operated pinballs and music machines with most locations in the District, according to Bill Schwartz, of Hirsh Coin. He said Hirsh acquired the total operation and will handle the business from its own quarters at 1309 New Jersey Avenue, N. W.

Hirsh took over most of the personnel of Hendrix and General Amusement and now has a total of 23 employees. Hirsh recently hired two new office workers and had 12 full-time employees before this latest move.

Walter Hendrix, who was the head of the novelty company, will probably continue his activities in the Colonial Beach area, where he operated during the summer.

Baltimore Ops Seeking Draft Free Employees

BALTIMORE, March 24.—There has been a decided trend toward hiring older men to serve as repair mechanics, route collectors, salesmen, etc., thruout the entire Baltimore coin machine industry.

Mindful of experiences during the last war, when almost every coin machine firm in the city lost from one to half a dozen men to the armed services, the "scramble is on" for older, draft-proof men, according to Chris Christopher, head of Chris Novelty Company.

"Where a couple of years ago, the average operator or distributor wanted to hire high-school graduates, who could be trained at comparatively low pay, to learn specialty coin machine work, most of us now are looking for men in their 40s or older," he declared. "The way it looks now, the military services will be drafting men who would never have been considered fit for service during World War II.

"Going at a premium are elderly, retired mechanics, with considerable knowledge of coin machine repairs and operation, or electrical repairs in general. Baltimore employment offices report that they have had more requests for retired electrical mechanics, wiring electricians, and coin ma-

(Continued on page 89)

SUMMING UP (---) THE SHORTAGES

CHICAGO, March 24.—There was considerable conversation around the Palmer House this week, during the Music Operators of America (MOA) convention regarding prospective or current shortages of equipment. Practically every distributor had something to say on the subject, but Jack Rosenfeld, St. Louis, summed up most of their sentiments this way:

"If this shortage continues, I'll have to go out and get myself more warehouse space."

Deny Appeal in Oklahoma Free Play Pin Case

OKLAHOMA CITY, March 24.—Oklahoma Criminal Court of Appeals, in effect, upheld its ruling that pin games giving free plays are illegal in the State by refusing to reopen the case as requested by C. F. Sandfer, Tulsa.

The court had ruled that a free play is a thing of value and thus may not be given on a pin table without turning it into a gambling device. It held that the State Legislature two years ago closed the loophole in the law thru which operators had been giving free games if the player had enough skill to run up the score.

The case started two years ago after a free-play pin had been seized in Sandfer's establishment. An attempt was made by the Tulsa county attorney to confiscate the machine, but Sandfer fought back thru the courts. The case went to the high court after the county attorney lost out in a Tulsa court.

When the motion for a rehearing was filed with the appeals court, State Senator Everett S. Collins, of Sapulpa, entered the case as one of Sandfer's attorneys. The court granted two extensions to permit the lawyers to dig up legal opinion supporting his case, but this week denied the petition for a rehearing.

MUSIC INDUSTRY ASSURES OPS SUPPORT IN CRISIS

MOA Incorporates, Names Miller President; Plan '52 Convention

By NORMAN WEISER

CHICAGO, March 24.—Despite the national emergency, music machine operators, distributors and manufacturers at the Music Operators of America second annual convention here this week revealed that, with the assured support of disk and needle manufacturers, recording artists and music pubbers, the battle for survival will take on added vigor in the months ahead.

Sparked by equipment manufacturers, who not only unveiled new models at the convention but reported plans for continuing (altho limited) production barring an all-out war, operators in attendance were further encouraged by diskery reps who pledged their continuing support of the industry and suited the words with appropriate action. They huddled with the ops to work out answers to one of the most serious problems of recent years—distribution.

On the organization front, MOA passed from a national committee to an incorporated body, elected officers for the coming year, aired the 10-cent play question, heard Congressman George P. Miller urge unity within the industry (see separate story), listened to the story of the fair trade and unfair practices act (see separate story) and devoted considerable time to the question of public relations and the promotion of juke box play.

Name New Slate

With the former executive committee (known under the corporate set-up as board of governors) meeting after the final business session Wednesday, one upset resulted when Al Denver, who served as first vice-chairman of the MOA since its inception, dropped from the ruling body.

Named to head MOA as its first president was George A. Miller, who has held the post of national chairman and treasurer since MOA was first formed. Richard Schneider, East St. Louis, Ill., stepped into the exec set-up for the first time when he was elected first vice-president. Others voted into office were Ray Cunliffe, Chicago, second vice-president; Clinton S. Pierce, Brodhead, Wis., third vice-president; D. M. Steinberg, Newark, N. J., secretary, and Hirsh De La Viez, Washington, treasurer.

Three other officials, Les Montooth, Peoria, Ill.; Ben Ginsburg, Roswell, N. M., and Thomas Winthrow, Midland, Tex., were named to serve with the elected officers on the executive committee.

The board of governors will include every paid-up association and individual operator member of MOA.

(Continued on page 78)

LEGISLATIVE ROUND-UP

State Lawmakers Push To Adjourn

CHICAGO, March 24.—With a number of State Legislatures already adjourned, those remaining in session pushed this week for action on bills—the Colorado House okayed a bill for bells in private clubs, Idaho and Montana passed new laws taxing salesboards and South Dakota made amusement and music machine operators subject to a 1 per cent tax on gross receipts.

Summaries of legislative action follow:

ARIZONA: Adjourned March 17.

COLORADO: House passed a bill which would permit legal operation of bell machines in private clubs incorporated not for profit.

CONNECTICUT: Hearings were held here this week on a bill to prohibit children under 16 from playing pinball games.

DELAWARE: Senate passed a measure setting up penalties for games and music operators who fail to affix tax decals to their equipment. Bill is now in the House revenue committee.

IDAHO: Increased punchboard tax to 3 per cent of the money and 2 per cent of the value of merchandise, taxing wholesalers and jobbers $200, salesmen $10 and retailers $2.50, effective July 1.

KANSAS: House approved a measure making merchandise vending machines subject to the 2 per cent sales tax. Senate received a favorable report on the bill making it practically certain of passage.

MARYLAND: Legislature moving to protect the revenue certain counties receive from gaming devices. Bills have been moving for okay on types of gambling in St. Mary's, Calvert and Charles counties.

MINNESOTA: Flurry of legislation relating to amusement games, juke boxes and soft drink machines but no definite action.

NEVADA: Adjourned March 18 after passing legislation which exempts the State from provisions of the federal law prohibiting the interstate shipment of bell machines.

NEW MEXICO: Prior to adjournment it appeared the House would approve a measure licensing bell machines in fraternal organizations, but the bill was killed.

NORTH CAROLINA: Senate received a favorable committee report on a proposal to include music machines and vending machines on the list of properties subject to the personal property tax. State also has a bill which would permit operation of bills for amusement only. No action on this bill.

OHIO: No definite action yet on the drastic bill which would provide one to five-year penitentiary terms for the possession or exhibition of bell machines or pinball games.

OREGON: Senate passed a bill outlawing coin-operated gasoline pumps and stations. The House is now considering it.

VERMONT: Proposal to place a $25 license on games was tabled.

Giant Pin, Arcade Piece Prices Reflect New Demand

CHICAGO, March 24.—Arcade machines and giant pinball games appear to be in higher demand and as a result generally advanced in price quotations listed in *The Billboard* index of advertised used machine prices. Music advertisements as a whole showed steady prices with the exception of some models, three or more years old, offered for sale.

Among the giant pins showing demand were such Bally products as Citation, Gold Cup and Champion, and Universal's Photo Finish. Arcade pieces drawing increased attention were Mutoscope's Drive Mobile, Exhibit Supply's Dale Gun, Chicago Coin's Pistol Pete and Goalee, and Gottlieb's Three Way Gripper.

Music units listing higher price quotations in the week-to-week comparison were the Seeburg Lotone, 146 S, 148 ML, and Hightone RC; Wurlitzer's 1100, and AMI's Model A.

The shuffle game picture was highlighted by greater demand and therefore some advancing prices. Among those listed at higher quotations were Chicago Coin's Bowling Alley; Williams' Twin Shuffle and DeLuxe Bowler; United's Shuffle Alley; Bally's Shuffle Bowler, and Universal's Super Twin Bowler.

Vending quotations showed little change in the past two weeks with the DuGrenier Model W (9-column), the only unit listed, below a week ago, and this varied but $2.50.

Cohn Holds Midwest Bowl-o-Matic Show

CHICAGO, March 24. — The Premier Midwest showing of Bowl-o-Matic, an 18-foot automatic bowling alley with fly away pins, was held in the press room of the Hotel Sherman here Sunday thru Wednesday (18-21) by Bowl-o-Matic Sales Company, New York, national distributors of the game manufactured under contract by Universal Industries.

With Nat Cohn, Bowl-o-Matic president, on hand to greet operators and distributors from all sections of the country in advance of the MOA convention, the game was inspected for service features and tested for play appeal over 1,000 times in the four-day period. The showing got off to a handicapped start. It was scheduled to have been held at the Palmer House in conjunction with MOA activities and was moved to the Sherman when the original site's facilities proved inadequate. Beverages were served thruout the showing and was climaxed by a typical old-time coin machine party Tuesday night (20).

Price Set

Cohn, who stated distributors will be appointed next week, announced the Bowl-o-Matic will carry a list price of $995. Designed for dime play, it is equipped with

(Continued on page 89)

MD. SOLONS GET RECORD MAILING URGING BELL OK

BALTIMORE, March 24.—More than 5,000 letters and post cards urging the legalization of bell machines in Prince George's County have swamped the mail room of the Maryland General Assembly in Annapolis. This was the heaviest volume of mail dealing with a single item of legislation in his long tenure as postmaster at the Legislature, Henry Abrams reported.

Buffalo Ops Will Contest Pin Ban

BUFFALO, March 24.—Further action to return pin games to legal operation here will probably not be taken for some weeks, but operators have not abandoned plans to contest the ban on the coin equipment.

Altho State Supreme Court Justice Philip Halpern last week denied a motion seeking a temporary stay on further police seizures of equipment (*The Billboard*, March 24), the legal fight for a permanent injunction will eventually reach the courts, it is believed.

Meanwhile, only shuffle bowling games are being operated here. A decision by Justice Halpern on disposition of the seized pins is expected within a few weeks.

Distribs Show Williams Game Control Tower

CHICAGO, March 24.—Distributors of Williams Manufacturing Company are now holding operator showings of the new five-ball game Control Tower.

Key to play is a kick-out pocket, known as the control tower, located near the center of the playfield. Balls in play near the center of the playfield tend to be channeled toward the control tower pocket by oblong bumpers which are flanked by jet power bumpers. The jet bumpers kick and score from any point when contacted by a ball. Game also has a series of rollover switches at the top and bottom of the playing surface which run up large blocks of points. Scoring on the game goes to over 9,000,000 points and the game is built with the Williams designed tilt reset.

Other features of Control Tower include two special replay buttons, bonus score and flippers.

Settle Labor Dispute in L. A.

LOS ANGELES, March 24. — Picketing of the California Music Company and Minthorne Music by teamsters, Local 396, came to an end with the companies putting their office help into the organization.

The union had asked that office help, clerks, truck drivers and warehousemen become members. Both firms have music machine operations, with Minthorne's being titled Minthorne Music Systems as distinguished from the Minthorne Music, a distributing company. The operations are in the International Brotherhood of Electrical Workers, Local 1052.

Sam Ricklin, of California Music said that his office help had joined the teamsters. His truck drivers, those on the route, were still in IBEW. Jean Minthorne was not available for comment, being en route to Arizona, but a spokesman there reported "we joined."

Mich. Solons Table Tax Bill

DETROIT, March 24. — House Bill No. 38, fixing a tax of $100 per year on juke boxes and $200 on amusement games, remained tabled in the Michigan House of Representatives at Lansing late this week. A hearing was held Thursday (15) by a committee considering the bill, and the presentation of the industry in opposition gave the legislators an idea of the hardship it would impose. Union representatives set forth that their members would likely be thrown out of employment.

The bill was expected to come before the House last Tuesday but other matters considered more pressing caused a delay.

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Cole Products Buys Amer. Coin Changer

Moves Firm's Boston Headquarters To Chicago; Retains Engineering Staff

CHICAGO, March 24.—Albert Cole, president of Cole Products Corporation, announced the purchase this week of the American Coin Changer Corporation, Boston. Following Cole stockholders' approval of the move, he said the outright purchase was made and that American Coin Changer would operate as a division of Cole Products. Headquarters of the division, under the name of American Coin Changer Company, will be at 210 South Clinton Street, Chicago.

Cole also announced that the entire engineering staff of the changer corporation was retained and would be transferred to the Chicago address.

Rec-o-Mat Bows Record Vender At MOA Confab

CHICAGO, March 24. — Rec-o-Mat Manufacturing Company introduced its record vending machine known as the Rec-o-Mat at the Music Operators of America convention at the Palmer House here this week.

Designed as a companion piece to music machines on location, the Rec-o-Mat has a cabinet of Masonite with a leather-like finish. It has backlighting for patron operational instructions and record labels on top of the machine. Cabinet is angled to fit into corners of locations. Dimensions of the Rec-o-Mat are 28 inches across the front, 21 inches deep and 20 inches across the back. It stands 60 inches high.

The vender works on quarter series and is adjustable to sell records in 25-cent denominations. Idea behind it is to accommodate patrons who hear a favorite tune on the location's juke box and wish to buy a recording of the tune before leaving the spot. Bill Richards, Dave Shelley and Lloyd Giles, Rec-o-Mat officials, were on hand for the Midwest premier showing.

Dickinson Names Food Vender Reps For 37 States

DES MOINES, March 24.—F. B. Dickinson & Company reports that sales and service representatives have been appointed to cover 37 States for its six-selection Food Station, designed to vend refrigerated and non-refrigerated food items.

Eastern representative is Don J. Lock, Allentown, Pa.; Southwestern area is covered by W. P. Goodman, Dallas, and North Central States by R. H. Boyer, LaGrange, Ill.

Vender mechanism is adjustable, temperature-wise, to handle various type of fresh foods and includes a changer unit permitting odd-cent prices. Take-home packs of ice cream are considered a major type of item suitable for the Dickinson machine, along with sandwiches, plus other home consumption type food packages.

Wrigley Sets Worker Retirement Program

CHICAGO, March 24.—William Wrigley Jr. Company has announced a new retirement plan for employees 65 years of age. President James C. Cox stated that instead of arbitrarily retiring workers reaching that age, those who are able and want to keep on working will take a one-month leave of absence without pay the first year, two months the second year and so on.

Hershey Corp. Skeds $5,000,000 Plant Prgm.

HERSHEY, Pa., March 24.—Plant improvements to the amount of $5,000,000 are planned for the next three years, Hershey Chocolate Corporation has announced.

The extent of such work, however, will depend upon availability of equipment, materials and funds for working capital, President P. A. Staples said.

Ore. Minimum Cig Price Bill Passes Senate

SALEM, Ore., March 24.—A bill to set a minimum price on cigarettes passed the State Senate here by a vote of 16 to 11. Cigarettes will cost 2 cents per package more, if the measure is approved by the House.

Sen. Douglas Yeater, Salem, told the Senate that the "fair trades cigarette act" would benefit small businesses by preventing chain stores and large businesses from selling cigarettes below costs. He added that cigarettes were the only item being used exclusively as a "loss leader."

A bill to place a levy on cigarettes has been proposed by an interim group to finance veterans' bonus approved by the voters last November. There has been some opposition to earmarking the money for bonuses with a move to have the tax money placed in the general State expense fund. The 3-cent tax would raise about $5,000,000 a year.

Further complicating the Oregon move to tax cigarettes is the recent proposal by President Truman for a 3-cent federal tax boost.

The "fair trade law" would require merchants to sell at least 10 per cent above cost and would give wholesalers a 4-cent margin. Thus retailers buying cartons for $1.45 and selling them for $1.49 would be required to sell them for a minimum of $1.60.

Pierson Heads NAMA Finance Comm. for '51

CHICAGO, March 24.—John T. Pierson, the Vendo Company, Kansas City, has been reappointed chairman of NAMA's 1951 Finance Committee, it was announced this week by J. B. Lanagan, committee president.

Other members of the group are E. F. Hinkle, Automatic Canteen Company of America, Chicago; Henry Gaddis, the Vendo Company, Kansas City; Aaron Goldman, the G. B. Macke Corporation, Washington, D. C., and I. H. Houston, Spacarb, Inc., Stamford, Conn. C. S. Darling, NAMA's executive director, is secretary of the committee.

PARK METER HOT WATER BOTTLE

SASKATOON, Sask., March 24.—Saskatoon's 17 parking meters equipped with heater block plug-ins were found to have not been paying their way after 10 weeks of operation.

Cost of electrical current to the city was about $50 and net revenue, after turning over 75 per cent to the meter manufacturers, was only $33.

Gross revenue taken in by the 17 meters was $134, but over $100 of this was paid to the Ontario Hughes-Owens Company, Ottawa, according to contract arrangements.

The meters supplied electrical current to car parkers for three weeks in January at no cost. On January 24 they were fitted with three-hour mechanisms and a 5-cent-an-hour charge was made.

Set Pa. Bill To Extend Bev Tax Until '53

HARRISBURG, Pa., March 24.—Altho Gov. John S. Fine has recommended abolition of Pennsylvania's soft drink tax, three Republican majority members of the House of Representatives have introduced a bill to re-enact the levy for another two years.

Reps. Adam T. Bower, Charles R. Reagan and Edwin W. Tompkins are co-sponsors of a bill to continue the tax thru 1953 and earmark its $14,500,000 a year proceeds for flood control work.

Both the Republican and Democratic parties, in last year's election campaign promised repeal of the tax when it expired May 31. The tax is an excise levy at the rate of 1 cent on every 12 ounces of bottled soft drink and ½ cent on each ounce of sirup used in the making of fountain drinks.

The tax was first enacted in 1947 and barely squeaked thru the Legislature in 1949—splitting party lines—for re-enactment at that time.

Representative Bower and other legislators from his region of the State are under pressure to push a $20,000,000 flood control program thru the assembly. There are no funds for the project, so they have seized the soft drink tax—which Fine wants to discontinue—as a means of paying for the construction work.

10c Bars Standard For Can. Movie Biz

TORONTO, March 24.—J. J. Fitzgibbons Jr., Theatre Confections, Ltd., has definitely gone out in favor of dime candy. He cites as the reason for his firm's price shift the fact that "within one year the 5-cent chocolate bar disappeared and the 10-cent bar now reigns supreme in Canada."

All theater counters, he reports, are now almost completely converted to dime bars, with the exception being Saturday afternoons, when 7-cent merchandise is offered.

Mills Automatic Opens Dime Bar Test in Chi

CHICAGO, March 24.—Mills Automatic Merchandising Company this week announced its initial test of dime candy vending when the Chicago branch converted several units to the new price. M. O. Blesius, executive vice-president, is holding the experiment to the local operation for the time being, however, and points out it is not a change in price policy.

According to branch manager Glenn M. Johnson, the dime test will "take the bull by the horns" by converting to 10-cent columns in industrial locations. Too, he said sales stress would be placed on some of the newer dime bar offerings to get a more rounded picture of consumer acceptance. Some equipment will be converted 100 per cent to dime columns, with others offering a 50-50 ratio. He stated that in all instances 10-cent conversions would make up more than one or two columns per machine, so as to offer the full selectivity potential of dime merchandise thru one unit.

Set To Export Perfume Spray Vend Machine

TORONTO, March 24. — Perfumatic Company of Canada, at 1 London Street here, plans to export to the United States a manual machine that dispenses a perfumed spray upon insertion of a coin. Distributors may be named to handle regional sales.

The machine carries four different scents, with a separate coin chute controlling the dispensing of each. It is set to dispense two of the brands at a nickel and the remaining two at a dime. The perfumes are stocked in four-ounce bottles, each of which is said to hold enough for about 1,000 sprays.

The metal cabinet, finished in baked enamel with chrome trim, measures 18 by 12 by 6 inches. Weight is under 20 pounds.

Sue Telecoin For $150,000

NEW YORK, March 24.—Damages of about $150,000 are asked of the Telecoin Corporation by some 30 operators of stores and apartment installations using Bendix automatic washers in a suit brought to trial this week in United States District Court.

The plaintiffs charge that Telecoin violated anti-trust statutes by having required them to purchase coin meters of a particular type when ordering Bendix machines from 1945 to 1947, the period cited in the action. The store owners' complaint is that the firm would not sell them the washers unless they went for the complete Telecoin package, including the Launderette franchise plan.

Telecoin's defense seems to hinge on its contention that the meters in question were essential equipment for commercial Bendix washers sold to operators. The firm, which had exclusive distributing rights on the commercial model, also maintains that purchasers of the Launderette package could terminate the agreement at any time.

The case, which is expected to last several weeks, is being tried before Judge Charles Dewey. Telecoin is being represented by the law firm of Hawkins, Delafield and Wood. Austin and Malkan are attorneys for the plaintiff.

VENDER HONOR

Del. Op Tells Growth During 4-Year Period

WILMINGTON, Del., March 24.—Cup Machine Service Corporation here, celebrating its fourth year of operation, announced a 257-machine expansion over this period from its original six cup vender in 1948. The firm, now operating 263 soft drink, coffee and cookie venders in four cities, realized a six million gross nickel volume during 1950, or $300,000, according to officials.

Pointing up the firm's fourth anniversary, and the morale and health benefits realized by employees in its plant locations, a two-column feature article in Wilmington's *Sunday Star* also carried a detailed account of the operation's progress.

Hold 5c Line

C. W. Baker, president, states firm's equipment, installed in plants in Philadelphia, Chester, Marcus Hook and Wilmington, is continuing to operate on a nickel. A breakdown of the various types of machines operated shows that the 263 venders consist of 118 soft drink cup, 35 hot coffee and 110 cookie units.

In 1948, Cup Machine Service vended Coca-Cola, root beer and a lemon-lime mixture thru its cup units. These flavors still top the customer preference list, according to Baker.

One of the firm's leading installations is its 30-machine operation in the Baldwin Locomotive Works outside Chester; another high volume spot is the installation in the waiting rooms and offices of the Pennsylvania Railroad, two office buildings of the duPont Company and the Sears Roebuck store in Wilmington.

S. C. Bottler Sets Cup Vender Route

FLORENCE, S. C., March 24.—Top cup vender locations for the Nehi Bottling Company here, according to Manager T. H. Weaver, are theaters and industrial plants. Rule for a successful installation is that the location must have enough workers or traffic to produce between 200-250 sales daily.

Geared to both nickel and 6-cent operation, bottler uses a three-flavor machine (Spacarb-built Frostidrinks) to vend Nehi Grape, Royal Crown Cola and orange.

Weaver points out that his company's bottle venders operate at a 7-cent price as a result of the State's penny soft drink tax.

Pa. Bottler Sets Vender Op Program

BUTLER, Pa., March 24.—Kist Bottling Company here has announced setting up a split rental policy-placement program for its single and multiple flavor venders. Equipment vending Pepsi-Cola and Kist is being placed in factory locations at 20 cents per case rental, while school installations are rented for a dime per case.

All venders operate at a 6-cent price, due to the State soft drink tax, firm states.

Odd-Cent Coffee Proving Profit Answer for Chi Ops

85% of Conversions at 7c Price; 5c Java Also Bows Out in Plants

CHICAGO, March 24. — The nickel cup of coffee became another jitney casualty here when its last hold-out, the vender operator, began switching to various odd-cent prices at an accelerated pace. Altho restaurant and lunchroom java was increased from 7 to 10 cents per cup many weeks prior to the vender move, 85 per cent of Windy City operators are now concentrating on the 7-cent cup, using penny refunders and penny boxes to accommodate the new intermediate prices.

Along with the odd-cent coffee, operators are also making sizable shifts to dime java, where the type of location and traffic flow permits and/or necessitates the higher price. A new rule of thumb for pricing most odd-cent installations, however, has been adopted by a majority of operators. This is based upon daily sales volume and works out in this manner: Locations moving 350 or more cups per day can be profitable on a 6-cent cup (a few retain the old nickel peg); 250-350 cup volume calls for a 7-cent price; 150-250 cups require an 8-cent peg (some 150-200 cup spots are experimenting with 9 cents) and 160 cups or less per day calls for a straight dime.

There are exceptions to this pattern, of course, but the seven leading Chicago coffee operators report adopting it as their new pricing gauge. Heretofore held as an inviolate nickel sanctum, the industrial plant installation is also included in the new odd-cent price picture; the average cup peg in such stops, however, holds to the lower prices, such as 6 and 7 cents, with a few at the 8-cent level.

Odd-Cent Pioneers

One of the first Chicago operations to abandon the nickel was Airport Vending, which set its Midway Airport equipment at 6

(Continued on page 76)

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GIVE TO THE RUNYON CANCER FUND

Ad Plugs Spacarb Connecticut Move

NEW YORK, March 24.—Spacarb, Inc., is featured in a large display ad placed by the Connecticut Development Commission in *The New York Herald Tribune* Sunday (18) and the *Wall Street Journal* Thursday (22). The ad, which broadcasts the message of automatic merchandising, is skedded for a repeat in *The Times* tomorrow.

The CDC, interested in attracting more industrial concerns to make their headquarters in Connecticut, plugs the recent move of Spacarb to that State. Pictures of the Spacarb plant, the Sparky machine and I. H. Houston, president of the enterprise, are used in the layout. The ad quotes Houston:

"We are a new type of business. We make one of the newest and most successful kinds of products, an automatic beverage dispenser which serves your favorite popular drink—hot or cold— at the drop of a coin—at the most convenient places along your workday trail."

New Cig Dealer

SACRAMENTO, March 24.—Thomas C. White Wholesale Company has been granted a charter to manufacture, import, export and otherwise deal in tobacco, cigars and cigarettes. Authorized capital is $200,000. Gilbert J. Brown, Long Beach, filed incorporation papers.

Directors of the firm are Thomas C. White and Gilbert J. Brown, of Long Beach, and Earl B. Myer, of Whittier.

Diamond Dollar Peak

NEW YORK, March 24.—The Diamond Match Company announced that all-time highs were reached in sales and earnings in 1950, with net sales of $98,019,993 representing a 244 per cent increase over 1949 sales of $76,363,561.

Net income for 1950, after taxes, was $8,018,007, compared with $3,673,014 in 1949.

Ohmer Meter Branch

SACRAMENTO, March 24.—Ohmer Mechanical Sales has been granted a charter by the secretary of State here to manufacture and deal in taximeters, parking meters and cash registers. Authorized capital is $10,000. Directors of the firm are Philip A. Loomis Jr., Robert J. Cahall and James E. Dunlap, all of Los Angeles.

TWO PROBLEMS SOLVED

Op Takes Pride in Own Biz, Steady Earnings

INGLEWOOD, Calif., March 24.—Upon being discharged from the armed forces in 1945, James F. Roach wanted a business he could call his own and that would afford him a good living. He found it in vending.

Roach, who was born in Los Angeles in 1924, had graduated from high school and had two years of college training in interior decorating. However, after being mustered out of the army, he found that employment was not as steady as he would like and the salary was not what he expected. Feeling that the solution to his problem was to hit out on his own, he purchased 30 bulk merchandising machines, 10 tissue venders and some penny bar equipment. Today he has about 100 penny and 5-cent bulk merchandisers and finds that from two days work a week he can earn more than he received working a 40-hour week.

Pride in Biz

The pride of ownership has meant much to Roach, who recently joined the Western Vending Machine Operators' Association so that he could exchange ideas with some of the veterans in the business. But in addition to operating his own route, he plans to enter defense work. He will soon become associated with an oil refinery—working the full week and attending his route in the time off. Roach said that he has scheduled his servicing so that he can do it leisurely and he admits that he has to guard against doing it haphazardly.

Altho he was eligible for government loans, Roach never availed himself of federal aid to enter business. He started with a few machines and then added equipment as his earnings allowed. Altho the route brings in a neat sum each month, Roach continues to work out of his home here.

Likes Bulk Op

Roach likes the bulk merchandising phase of his business best. In the event that he expands further into another category of automatic selling, it will be a line that is a companion to what he now operates, he says.

Roach still considers himself a newcomer in the business, having entered the field less than two years ago. Because of his brief association with vending, he realizes that he does not know all of the angles. He is continually trying to find better ways of servicing and spotting, feeling that they point up to more revenue. So far he has not hit upon anything startling—but he has found there is peace of mind in owning his own business—in addition to income.

Stamp Op Finds Scale Combo Gets New Stops

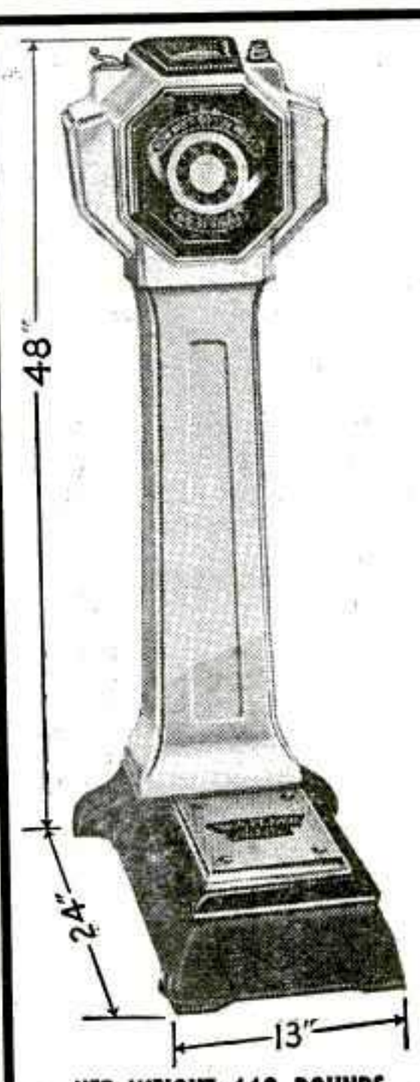
CHICAGO, March 24.—Alexander Postage Stamp Service, headed by Robert Alexander, reports its use of combination stamp-scale units has resulted in a location-getting diversification move. The stamp unit acts as a good entry to many locations where one or the other machine would receive a negative nod if presented singly, Alexander said.

Cited as top type "dual" locations are many variety and dime stores, where customers buy greeting cards and have the inclination to step on a scale platform if one is convenient. Firm began using the combination units over a year ago, when it added its first Hamilton scale-postage stamp units.

Charter New Calif. Op

SACRAMENTO, March 24.—Service Operations, Inc., has been granted a charter by the secretary of State to operate wholesale and retail vending machines and merchandise in Oakland. Authorized capital is $100,000. Monroe Friedman, Central Bank Building in Oakland, filed incorporation papers.

Directors of the firm are Mitchell Gouff, Atascadero; G. B. Mills, Pleasanton, and Roy G. Peterson, Oakland.



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Calendar for Coinmen

March 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

March 29—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

April 2—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

April 3, 17—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

April 3, 17—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

April 4—Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston.

April 5—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.

April 5—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

April 5—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

April 9—Wisconsin Phonograph Operators' Association (WPOA), monthly meeting, Eagle's Club, Brodhead, Wis.

April 9-12—National Association of Tobacco Distributors (NATD), annual convention, exhibit, Palmer House, Chicago.

April 10—Automatic Phonograph Owners' Association (APOA), monthly meeting, Gibson Hotel, Cincinnati.

April 10—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

April 10, 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

April 11, 25—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

April 11—Music Operators of Northern Illinois (MONI), monthly dinner, discussion meeting, Hapsburg Inn, River Road, three miles north of DesPlaines.

April 12—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.

April 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

April 12—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

April 18—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

April 23—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

April 26—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

April 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

CIGARETTE MACHINES

National 930, 270 Pack Cap.	$85.00
Rowe Royal, 8 Col.	85.00
Rowe Royal, 10 Col., 400 Pack Cap.	90.00
Rowel Imperial, 6 Col., 180 Pack Cap.	69.50
Uneeda Model A, 9 Col., 270 Pack Cap.	89.50

CANDY MACHINES

Uneeda Candy Vendor, 5 Col., 102 Bar Cap.	$75.00
Candyman, 72 Bar Cap. (enclosed base)	57.50
Vendit, 150 Bar Cap.	52.50
U-Select-It, 54 Bar Cap.	35.00

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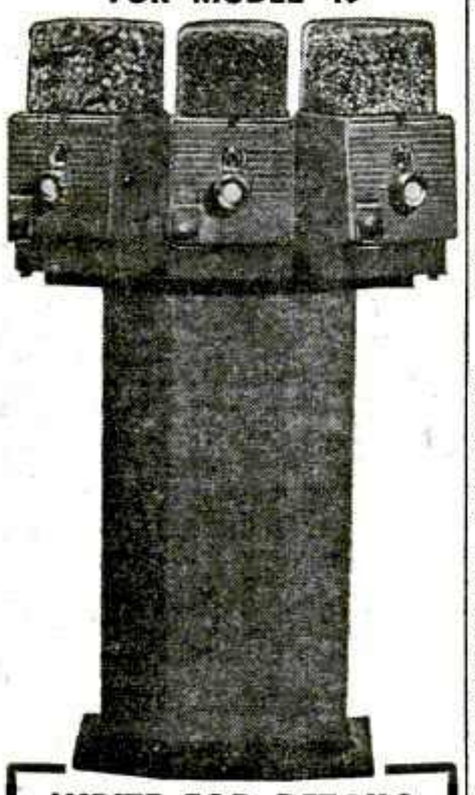

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TEENER TELLS BIZ TIPS

Youthful Op Follows 4 Rules To Up Volume

EASTON, Pa., March 24.—Vending Machine Service, started as a three bulk machine operation by 18-year old John Mason in 1948, was expanded into a diversified, city-wide candy, gum, nut, scale route by 1950 because its youthful owner developed and followed four basic business practices.

Active at an early age in the business world, Mason had a background of sales experience to apply to his automatic merchandising operation. He started house-to-house selling of various small items at eight, to satisfy his appetite for such depression-taboo items (at home) as ice cream and sweets. During World War II he sold $5,000 worth of war stamps and bonds in one year. At 16, Mason became a publisher, putting out a small advertising paper catering to local manufacturers, retailers.

Answering an advertisement in his own publication, Mason purchased three bulk machines and placed them in as many neighborhood stores. Shortly after, reading a copy of *The Billboard*, he decided to add a few machines at a time and develop his route. Not having a car, he found it necessary to keep installations "close to home."

Diversifies Route

Diversification began when Mason approached factory stops. They asked for package deals, specifying nickel candy in addition to his bulk units. He carried out the diversification trend by adding scales to his retail locations.

During the months Mason spent enlarging his vending operation, he kept at his regular job as compositor for a local printing company. Working the night shift, from 5 p.m. to 1:30 a.m., he found he could service and maintain his venders efficiently afternoons and on Saturdays.

Within his operation set to expand further, Mason had to lay aside future automatic merchandising plans when he received his draft notice. After passing his physical, he decided against his first plan to have someone run his route and sold it intact. But his plans include re-entering vending when he is mustered out of the service.

Biz Aids

Mason's four business building rules, credited with spurring the local location and consumer acceptance of his operation, were:

1. Clean equipment; appearance has a lot to do with the amount of business it will do.

2. Use of only top quality candies and gum.

3. Determining what candy workers in industrial locations prefer.

4. Keeping an eye open to help the location and getting to know the owner, personally, to improve operator-location relationship.

10c Bars

One experiment in dime bar vending, undertaken by Mason, is interesting. Without converting to a dime or two-nickel mechanism, he sold 10-cent candy thru one column in each of his bar units. He admits, however, the plan entailed one unfavorable point; loss of full column capacity.

Dime vending was accomplished by Mason thru placing a bar only on every other shelf. A sign on the vender column instructed the patron to deposit two nickels to get his dime candy; drop one coin, pull delivery plunger, then deposit second nickel and pull plunger again for bar delivery.

Mason states he tried this plan in all his candy locations "with no trouble."

State Tax Calendar

Alabama

April 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due.

April 20—Sales tax reports and payment due.

April 30—Franchise tax due (last day).

Arizona

April 15—Gross income tax reports and payment due.

Arkansas

April 16—Property tax installment due.

April 20—Gross receipts tax reports and payment due.

California

April 15—Gift reports due. Personal income reports and payment of first installment of tax due.

April 20—Real property tax semi-annual installment due (last day).

April 30—Sales tax reports and payment due.

Colorado

April 14—Sales tax reports and payment due.

April 30—Property tax due (last day to pay in one installment without penalty).

Connecticut

April 1—Income (franchise) tax reports and payment due.

April 30—Sales tax reports and payment due.

Delaware

April 30—Income reports and payment of first installment of tax due.

District of Columbia

April 15—Income (franchise)

(Continued on page 77)

ANOTHER ADVANCE Profit Maker HERSHEY 5¢ BAR VENDOR

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Nevada Ops Offered Machines by Auction

LAS VEGAS, Nev., March 24.—What is believed to be the first auction of coin-operated equipment here will be held April 17-19 by Automatic Games Company. The three-day sale will be handled by Phil Cummings, a former Arizona coinman and now an auctioneer.

According to Dannie Jackson and George Warner, of the firm, approximately 500 pieces of equipment will fall under the auctioneer's gavel. The machines will be displayed at the firm's headquarters here and may be inspected during the two days preceding the sale dates.

The auction is expected to attract wide interest among operators and jobbers. The sales start at 10 a.m. In addition to the machines, accessories, parts and punchboards will also be auctioned.

Odd-Cent Coffee $ Answer

• Continued from page 74

cents months ago. The Charles Wood and Dave Gottlieb operations were close seconds, with Wood using 8-cent pegs in plant stops and a dime in many others. Gottlieb uses a National penny box in addition to Jackson penny refunders to handle his odd-cent sales; the penny box is usually used on machines set for 6-cent operation. This eliminates extra work of loading, maintaining four penny tubes in a refunder (for the 4-cent change per sale). The box permits two-coin operation; customer must deposit a penny before his nickel, dime or quarter. Using the refunder on 7-cent units means only three tubes must be charged.

Gottlieb believes use of penny refunders, where sales volume and number of machines are both high enough, is warranted. The cost of the refunder plus higher servicing, labor costs can be written off thru the extra returns. A fair-sized operation, he says, will require an extra employee to devote most of his time to loading penny tubes for the refunders. Instead of loading tubes on location, Gottlieb has extra tubes which he has loaded at headquarters, then jackpotted into the tubes already in location. Some operators simply replace the depleted tubes on location with filled tubes.

Other Conversions

Other Chicago coffee operations switching to odd-cent prices during recent weeks include Coffee-King, AAA Coffee Service, Chicago Coffee Service and Silent Servant.

Indicating the "handwriting on the wall" is being interpreted in other industrial areas also, is the recent conversion to 6-cent coffee by the 60-machine Detroit operation, Bracey Corporation. That the odd-cent price is working in plant locations is shown by this firm's 14-vender installation in the Fisher Body plant, where 14 machines now vend at 6 cents. Kwik-Kafe, in Cleveland, also has turned to the odd-cent for its 35 machine route.

"There is no odd-cent coffee vending here," Gotham operators declare. But there has been a definite step-up in dime coffee vending, it was pointed out.

The single attempt at odd-cent sale fell thru, largely due to the method used. One operator tried an "honor system" box for odd-cent collection on his equipment, which was fitted for nickel operation. It did not work.

Prior to the odd-cent conversion by Chicago operators, several experiments were tried in the hope they would permit continued sale of nickel coffee. These almost entirely revolved around changes in drink ingredients or proportions, or types of cup used.

Specifically, the most used methods were: Cutting down amount of cream per dispensing, reducing the amount of coffee concentrate per cup, slimming down the sugar dispensed (in some instances, an operator employed two or even all three ingredient cuts). Taking a different approach, other ops moved to use lower price concentrates which were subsequently found not always suitable for vender use. Still others substituted cold cups for their hot cups, hoping the average $5.05 saving per thousand containers would permit nickel java to be sold at a profit. (Hot cups cost approximately $10.55 per thousand; cold type $5.05.)

The failure of each method to balance profit and volume at the 5-cent price caused their early abandonment. That the alternative, odd-cent vending, may prove to be the "open sesame" and key to both better profit margin and continued high volume, is now the consensus of the majority of Chicago coffee operators.

Northwestern
MODEL 49
$16.95 Ea.
In Quantities of 100 or More.
1¢ and 5¢ Immediate Delivery.
•
Also complete line of Vending Nuts, Candy, Gum, Charms, Parts, Supplies.

Write for Price List.
1/3 with order, balance C. O. D.
BADGER SALES CO.
2251 West Pico Blvd., Los Angeles 6, Calif.

WE CAN SUPPLY
Victor Machines—Silver King Machines — Ball Gum — Peanuts—Salted Nuts — Pistachios—Candies—Marbles—Charms—Coin Counters—1c Weighing Scales.
Factory prices—Write for price lists.
ROY TORR
Lansdowne, Pa.

30 DAY MONEY BACK TRIAL
Northwestern
Sensational MODEL 49 Prices
LESS THAN 25 $17.35
•
LESS THAN 100 $17.15
•
100 OR MORE $16.95

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

GUARANTEED SPECIAL!
SILVER KING, 1c or 5c, reconditioned, like new.....$6.95 ea.
Money Refunded if Not Satisfied

MERCHANDISE AND SUPPLIES
PISTACHIO, Jumbo Queen .....62¢
FANCY TULIP, Large 58¢
INDIAN NUTS .....56¢
CASHEW, Whole ....58¢
CASHEW, Butts .....53¢
VIRGINIA PEANUTS, Whole .....34¢
ALMONDS, 480 Count, 5 Lb. Vacuum Packed 85¢
RAINBOW PEANUTS 28¢
MIXED NUTS .....53¢
BOSTON BAKED BEANS .....28¢
LICORICE LOZENGES 25¢
M & M .....39¢
JELLY BEANS .....25¢
BALL GUM, All Sizes (150 Lbs. Min.), Freight Prepaid ....26¢
ADAMS, All Flavors ..42¢
WRIGLEY'S, All Flavors .....46¢
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C. O. D.
Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

IMMEDIATE DELIVERY ON NORTHWESTERN 49
SILVER KING BULK VENDORS,
1¢ Ballgum or 1¢-5¢ Bulk Mdse. $13.95
Reconditioned like new 8.95
ACORN VENDORS, 1¢ and 5¢ .. $13.95
Acorns, just like new 10.95
COIN MACHINE AGENCY
Formerly Rake Coin Mach. Ag.
2116 Fifth Ave. COurt 1-3842
Pittsburgh 19, Pa.

From LITTLE ACORNS mighty INCOMES grow!
ACORN
The only completely die-cast aluminum, precision-built ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!
• Vends all bulk mdse.—nuts, gum balls, candy, charms.
• Polished, easy-to-clean merchandise chute.
• Tamperproof! Held by top lock and body clamps only.
• Guaranteed mechanically—weighs less than 7 lbs.
Featuring the sensational new WHITE FLASH BRUSH HOUSING
DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1349 5th Ave., Pittsburgh
AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles
OAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

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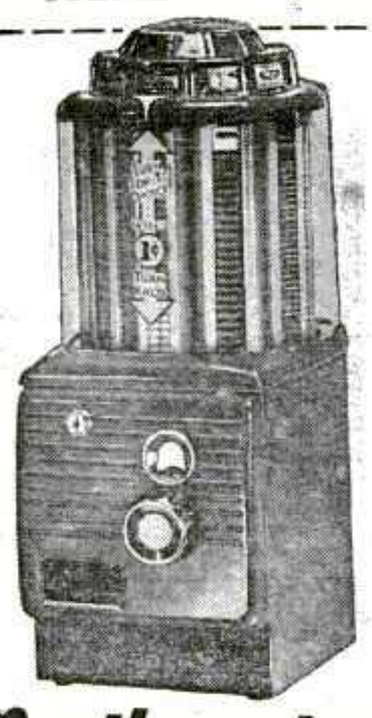
OPERATORS –HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor . . big capacity . . fast servicing simple construction It is a dependable, rugged machine proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St Morris Illinois

Immediate Delivery!
NEW Northwestern
'49 Special

Cuts Costs and Servicing Time in Half

Less Than 25 $17.35
Less Than 100 $17.15
Over 100 $16.95

AVAILABLE IN 1¢ OR 5¢ PLAY
PLEASE SPECIFY WHEN ORDERING

WE TAKE TRADE-INS
LIBERAL ALLOWANCE
⅓ Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under $20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake
COIN MACHINE EXCHANGE

609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

ALMONDS
California Vendsize, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 79¢ LB. $3.95 Can.
Plastic Charms, small, 1,000 . . $2.75
Metal Colored Charms, small, 1,000 . . . . . 4.25
Plastic Charms, large, 1,000 . . . . 3.25
Copper & Nickel, large, 1,000 . . 5.25
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Sfone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 . . . . 5.95

STANDS
All steel — aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
$3.25 each
EXTRA HEAVY STANDS
$3.99 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

LOW, LOW PRICES
CANDY MACHINES
Mills $45.00

CIGARETTE MACHINES
DuGrenier, Model S $57.50
Rowe Royal, 8 Col. 80.00
Rowe Imperial, 6 Col. 59.50
Uneeda E, 6 Col. 55.00
Uneeda E, 8 Col. 65.00

Other Models in Stock
25¢ Coin Chutes or 20¢ Coin Chutes
1/3 with order, balance C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

State Tax Calendar

• *Continued from page 76*

reports and payment of first installment of tax due.

April 20—Sales tax reports and payment due.

Florida

April 1—Property reports due. Property tax due (last day).

April 20—Rental tax reports and payment due. Sales tax reports and payment due.

Georgia

April 1—Property reports due (last day except in counties of 200,000 or more).

April 10—Cigar and cigarette wholesale dealer reports due.

Idaho

April 15—Cigarette wholesaler drop shipment reports due.

Illinois

April 15—Cigarette reports due. Sales tax reports and payment due.

Indiana

April 10—Cigarette distributor interstate business reports due.

April 15—Cigarette distributor drop shipment reports due.

April 30—Gross income tax reports and payment due.

Iowa

April 1—Property tax first installment due (last day).

April 20—Sales tax reports and payment due.

Kansas

April 15—Income reports and payment of first installment of tax due.

April 20—Sales tax reports and payment due.

Kentucky

April 15—Corporation license tax reports due. Income reports and payment of first installment of tax due.

April 20—Cigarette wholesaler reports due.

April 30—Amusement and entertainment reports and tax due.

Louisiana

April 1—Soft drinks reports due. Tobacco reports due.

April 15—Soft drinks reports due. Tobacco reports due.

April 20—Sales tax reports and payment due.

Maryland

April 10—Admissions tax due.

April 15—Income reports and payment of first installment of tax due. Property reports from corporations due. Sales tax reports and payment due.

Massachusetts

April 20—Cigarette tax reports and payment due.

Michigan

April 15—Sales annual reports due. Sales tax reports and payment due.

April 20—Cigarette tax reports and payment due.

Minnesota

April 20—Cigarette tax reports and payment due.

Mississippi

April 10—Admissions tax reports and payment due.

April 15—Tobacco manufacturer, distributor and wholesaler reports due.

Missouri

April 15—Retail sales tax reports and payment due.

April 30—Soft drinks manufacturer tax reports and payment due.

Montana

April 1—Moving picture theater licenses issued and tax due.

April 15—Personal income reports and payment of first installment of tax due.

Nebraska

April 10—Cigarette distributor reports due.

New Hampshire

April 1—Franchise tax due.

April 15—Property reports due (last day).

New Jersey

April 15—Financial business tax reports and payment due. Franchise tax reports and payment due.

April 20—Cigarette distributor tax reports and payment due.

New Mexico

April 1—Income information reports due.

April 15—Income reports and payment of first installment of tax due. Income tax due. Occupational gross income tax reports and payment due.

New York

April 15—Personal income reports and payment of first installment of tax due. Unincorporated business tax reports and payment due.

North Carolina

April 15—Sales tax reports and payment due.

North Dakota

April 10—Cigarette distributor reports due.

April 20—Sales tax reports and payment due.

Ohio

April 10—Cigarette wholesaler reports due.

April 15—Cigarette use tax reports and payment due.

Oklahoma

April 1—Property tax second installment delinquent.

April 10—Cigarette wholesaler, retailer and vending machine owner reports due.

April 15—Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.

Oregon

April 15—Personal income reports and payment of first installment of tax due.

April 30—Withholding tax reports and payment due.

Pennsylvania

April 10—Soft drinks reports due.

April 15—Income reports and payment of first installment of tax due.

Rhode Island

April 15—Property reports due.

April 20—Sales tax and payment due.

April 30—Corporations employing five or more persons, reports due.

South Dakota

April 30—Property tax first installment due (last day).

Tennessee

April 20—Property reports due.

(Continued on page 88)

NEWSPAPER ADS BUILD CIG SALES FOR ALA. OP

MONTGOMERY, Ala., March 24.—Begun as an experiment two years ago, a "display newspaper advertisement" program has worked out effectively to create new cigarette machine locations for Cohen Amusement Company, vending machine organization here.

"Our theory was that our route men and salesmen could not begin to contact all of the possible cigarette machine locations in the city," Raymond Cohen, of the firm, said. "We put our trust in advertising and have found that a three-inch 1-column ad run once a week takes the place of many salesmen. A well-placed ad, pointing out the advantages of machine sales, has frequently proven all that is necessary to create a profitable additional stop."

Time Element

Ads are run early in the week, which takes advantage of the fact that the usual tavern owner, druggist, etc., has more time to peruse the newspaper between customers. Pointed out is the (1) convenience of machine merchandising of cigarettes; (2) the fact that the location owner is freed of the necessity of waiting upon cigarette customers, and (3) the steady commission earned by machines in good locations.

More emphasis is put on the fact that the customer serves himself in buying cigarettes from the vender than any other. Cohen capitalizes on the unwillingness of most storekeepers and other location owners to counter-sell a low per-unit profit item such as cigarettes.

"Druggists are now good customers for machines," he pointed out, "since competitive prices have forced cigarette profits down. Seeing our ad, which stresses the fact that the location owner need do no more than sign a receipt for his share of the profits, appeals to many drugstore owners who must budget their time closely."

Ad Results

As many as six worth-while locations have been obtained from a single ad, the Cohen organization has found, and few fail to turn up at least half a dozen worth-while prospects. Clubs, service stations, drugstores, small grocery stores, pool halls, hotels and even small industries have responded. Perhaps 50 per cent of them would never have been called upon by a salesman, Cohen emphasized.

Every ad points out that Cohen Amusement Company operates modern electrical vending machines as well as mechanical; that the firm services any machine immediately when a telephone call is received, and that machines are maintained at top eye appeal the year around.

SPECIAL CLEARANCE SALE!

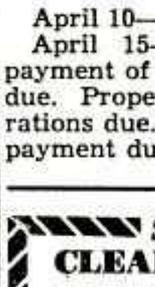
	Each
25 Hunter (Duck) Games, 1¢	$27.50
50 Columbus Nut, 5¢	6.95
25 Wrigley's Gum, 1¢, 5 Col.	9.95
25 Asco Hot Nut, 5¢	12.50
25 Master Nut, 1¢ or 5¢	7.95
25 Andrews Nut, 1¢, 2 Col., LATE MODELS	6.95
10 Northwestern De Luxe Nut, 1¢-5¢ Combination	12.50
10 Victor 1¢, Cabinet Model V	7.95

1/2 With Order, Balance C.O.D.

WANT TO BUY
STONER CANDY AND ALL COUNTER GAMES

CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N. Y.
LOngacre 3-1334

BRAND NEW
LUCKY BOY VENDORS



$9.75 EACH 1¢ or 5¢ MODEL
Lots of 5, $8.75
Lots of 25, $7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

VENDING MACHINE SALESMEN
National Sales Organization has openings for top-notch men experienced in selling through Business Opportunity Ads. Capable men can earn $500 up weekly. Must be able to finance self and free to travel. State past experience and last connection. This deal is on the finest and most attractive hot nut machine in the market. All inquiries strictly confidential. Write or wire
NATIONAL NUT PRODUCTS CORP.
55 W. 42nd St., Room 1240, N. Y. 18, N. Y.

SACRIFICE!
Owner Leaving for Service
All brand new in original cartons, 50 Page and Hall Hershey Bar Vendors, cost $90.00 each; sacrifice at $25.00 each, lots of 10; $35.00 each, smaller lots; $22.00 each for entire lot.
JESSE HORN
519 South Fifth St. Philadelphia, Pa.

VICTOR
VENDING CORPORATION
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

delicious
INDIAN BRAND
PISTACHIO NUTS
ALL GRADES
Freshly Roasted and Salted
WRITE FOR PRICES
AGRESS NUT & SEED COMPANY
Third St. at Third Ave., Brooklyn 15, N.Y.
MAin 4-3213

VENDING MACHINE SALESMEN
New red-hot deal on Powdered Soap Dispenser. If experienced in selling operators "via" Business Opportunity ads this is for you! Every operator repeats orders and keeps repeating. Absolutely no competition. State experience. Write **BOX D-465**
The Billboard Cincinnati 22, Ohio

ATLAS
presents the 1c BALL GUM
VENDOR for EVERY
location . . . . . .

A LARGE-capacity, compact, inexpensive ⅝" ball gum vendor that operators can install in EVERY location. Built-in wall bracket or 5" base makes any spot ideal.

SALESMEN AND DISTRIBUTORS, Write Now
MANUFACTURED BY

ATLAS EST. 1925 MANUFACTURING AND SALES CORP.
12220 TRISKETT RD., DEPT. [redacted] CLEVELAND 11, OHIO

CHARMS—Proven Sales Boosters
Write for Complete Price List!
Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

www.americanradiohistory.com

NO LOANS, NO RED COINS

Midwestern Ops To Study Juke Fair Trade Program

CHICAGO, March 24.—Music operator associations in at least three Midwestern States will study the prospects for including juke boxes under their fair trade laws. This was learned following a report, covering California's fair trade code, made here this week before the second annual convention of Music Operators of America (MOA).

Harrison W. Call, attorney for the California Music Guild, explained how juke box operations in 48 Northern California counties have benefited from the State's fair trade laws by establishing minimum cost of doing business statistics and eliminating unfair trade practices.

Three More States?

Following Call's report, made at MOA's final business session Wednesday (21) morning, *The Billboard* learned operator associations in Wisconsin, Michigan and South Dakota intend exploring the possibility of fair trading juke box operations in those areas.

Thirty-six States, Call said, now have some kind of fair trade law, but many of these require a minor change in definition in order to be effective for juke box operators.

In effect, Call continued, the California fair trade act prevents the sale of any article or product at less than cost as well as prevents the free gift of an article or product with the intent of affecting competition.

Amended Definition

In California's fair trade law an amendment was made to include "any service or the output of a service trade" as part of the definition of articles and products covered by the law. This change in definition enabled the California Music Guild to fair trade phonograph operations. Call added that similar changes in definition would be required in many of the States which already have some type of fair trade legislation.

Call declared the Music Guild discovered "hundreds of operators" doing business at less than cost in the survey the Guild made to determine the average cost of doing business in Northern California. This cost survey, conducted among both members and non-members of the Music Guild, determined that music operators in the Northern counties must secure the following weekly minimum gross per machine simply to cover expenses:

Minimum Requirements

Boxes 12 months old or less, $15.12; more than one but no more than two years old, $13.12; more than two but no more than three years, $11.12; more than three but no more than four years, $9.12. Under the State's fair trade law, music operators are required to take the above amounts off the top as cost of doing business before location commissions are paid.

From older boxes, which require

(Continued on page 80)

Chicago Coin Intros 45-R.P.M. Music Machine

CHICAGO, March 24.—Chicago Coin Machine Company held its first trade showing of Hit Parade, selective 45-r.p.m. counter music machine which plays 10 records, at the MOA convention here this week.

Three models of Hit Parade were on display at the show, each with a matching stand which Chicago Coin offers as optional equipment. Cabinet on the counter juke is 21 inches high by 20 inches wide. Its maximum depth is 17 inches but at the base this tapers off to 13 inches. With the 30-inch matching stand Hit Parade stands 51 inches high. Playing mechanism is visible at all times. Before each play the record needle passes thru a small brush to insure dust removal. Hit Parade plays one tune for a nickel, two for a dime and six for a quarter and is equipped with three drop chutes. It can accumulate up to 45 advance plays. Production on the model was announced two weeks ago (*The Billboard*, March 17.)

Representing Chicago Coin at the convention were Sam Gensburg, who with Sam Wolberg owns Chicago Coin; Ed Levin, Sam Lewis and Avron Gensburg. Phil Robinson, factory representative for the Western States, came in from Los Angeles for the MOA event.

COLO. DISTRIB SENDING PIPES TO KOREA VETS

DENVER, March 24.—Closely following his good will-building gifts of reconditioned coined phonographs to charitable youth organizations in the Denver area, Wolf Roberts, of the Peerless Music Company, has inaugurated a "pipes for Korea" campaign.

The Denver distributor noted a statement by a newspaper commentator that front-line troops in Korea were having difficulty in obtaining pipes, altho cigarette manufacturers deluged the combat units with more than adequate smokes.

Roberts, realizing the attachment of most pipe smokers for their "boilers," stepped into the breech and ordered 190 dozen pipes from Flaks Merchandise, Inc., Denver specialty wholesalers, to be sent as a gift of the Colorado Guild Phonograph Operators' Association.

So impressed with the move was the Flaks organization that the management immediately contributed the same number of tobacco pouches, plus a large quantity of waterproof matches.

The Denver Post pictured Roberts swamped in pipes as the collection got started to the battle front.

Bow Ristaucrat Selective Box At Music Meet

CHICAGO, March 24.—With the Music Operators of America (MOA) convention serving as a background, Ristaucrat, Inc., of Appleton, Wis., held a premiere showing of its selective counter music box, the S-45. General Manager Joe Cohen also announced the start of the firm's distributor network following the four days at the Palmer House here Sunday thru Wednesday (18-21).

The S-45 offers 12 selections of 45 r.p.m. records and plays tunes in rotation with no restacking periods between selections. It automatically restacks when the record in the 12th position has been played. Equipped with two Heath drop chutes, the counter juke credits up to 20 plays with its accumulator. It plays one tune for a nickel or two for a dime.

Service Features

The new Ristaucrat model has a hand-finished wood cabinet and a plexiglass dome. The machine is sufficiently lighted to offer full visibility of the turntable in action even in dimly lighted locations. Compact in size and appearance the S-45 weighs 37 pounds. Among the service features of the model are: playing mechanism on a sliding tray; elimination of heat thru back portion so that box does not heat up after hours of steady play,

(Continued on page 82)

Ops To Get Industry Backing in Emergency; MOA Elects Miller

• Continued from page 73

Altho recuperating from an attack of flu, and still suffering from a heavy cold, John W. Haddock, president of AMI, appeared as a speaker at the Tuesday business session. Haddock stated his firm was pledging its continued support of the MOA. He stated the industry was a good one—and that he was proud to be a part of it.

Like Congressman Miller, Haddock stressed the importance of having facts when the industry carries its fight against adverse legislation to Washington. He pointed to the heavy investment in the business the manufacturer has, the even heavier investment made by the distributors, and the truly great investment made by the combined operator-distrib-manufacturer factors. Haddock said there was a need for a national organization in the music field, and that was another reason why AMI was in MOA as an associate member.

Haddock, speaking about production output, said the industry had not as yet felt the force of government controls and restrictions. He felt they would get progressively worse, and that 1952 would be the critical year. At the present, Haddock revealed, cutback in production totaled 30 per cent, and, for the first time since World War II, the AMI plant had been forced to shut down. He stressed that manufacturers of jukes were in direct competition

(Continued on page 80)

Williams Shows 3 Music Mites At Convention

CHICAGO, March 24.—Williams Manufacturing Company unveiled its Music Mite Model 52 at the Music Operators of America convention here this week. With several of the firm's distributors on hand to aid in explaining the key points on the new 45 r.p.m. counter music box at the Palmer House showing, Williams also showed the original Music Mite designed for straight nickel play and another

(Continued on page 88)

Cover 45-R.P.M. Packet on 78

NEW YORK, March 24.—Decca's package of 25 "standards," disks for operators of 45 r.p.m. phonographs, will be issued also in a 78 r.p.m. repeat, Sidney Goldberg, general sales manager, announced this week.

Assembled primarily as a programing aid for operators of large-capacity jukes, the package includes such diverse old favorites as *Beer Barrel Polka* and *Brahm's Lullaby*. The 45 r.p.m. packet has been out for about six weeks.

Cong. Miller Urges Industry Unity Via Co-Ordinated Action

Tells Conventioneers They Play Big Role in American Way of Life

CHICAGO, March 24. — Urging music operators thruout the country to co-ordinate their activities, Congressman George P. Miller, of California, told an overflow crowd of operators, distributors and manufacturers at the MOA convention Tuesday (20) that they were an integral part of the entertainment industry and as such, played an important role in the American scheme of things.

Speaking before the largest gathering of any session of the convention, Congressman Miller devoted the first part of his talk to the current copyright legislation. Avoiding technicalities of the bills, the congressman told the industry representatives that they must have all the facts involved to effectively combat the legislation, and that they must have people who can speak authoritatively for them.

Miller told the operators they should, after gathering the facts, place their material in the hands of their congressmen. He illustrated the importance of getting the correct facts to the right people by stating he had heard the juke box business had an annual income ranging upward of $250,000,000.

Tax Situation

Miller pointed out that copyright was not the only pending legislation which would have an effect on the music field. He took as an example the current search by local, State and federal law makers for new sources of tax revenue. Here, too, he pointed out it was important to have the correct facts and figures in the hands of persons who could speak authoritatively if excessive taxation was

(Continued on page 82)

Form Juke Org For Mass. Ops

BOSTON, March 24. — A call for all phonograph operators in the State to attend a meeting next week of the newly formed Music Operators of Massachusetts was issued by Gregory Papas, secretary. He said the meeting will be held here at the Lenox Hotel, Wednesday (28).

The first meeting of the organization was held a week ago.

Evans Shows 45-R.P.M. Kit

CHICAGO, March 24. — H. C. Evans & Company introduced a model of its 45-r.p.m. conversion unit for Constellations at the MOA convention here this week. It will be placed in production in about 30 days when some materials to be used in the kit are determined on the basis of availability. Firm also showed the Constellation.

The Evans kit has six parts and can be used to convert 78-r.p.m. Constellations to 45-play on location in about 30 minutes. With the conversion, 45-r.p.m. records are placed inside a larger disk which has an open center approximately the size of the 45 disks. A miniature spring around the larger disk keeps even tension on the inserted seven-inch records. This spring is designed to compensate for the differences in diameter of 45-r.p.m. records.

Representing H. C. Evans at the convention were Les Rieck, Rex Shriver, Bill Hood, Clarence Schuyler, John Marack, Fred Morris and Ed O'Brien.

No Basic Changes Planned by Permo

CHICAGO, March 24.—Permo, Inc., this week sent out a special letter to all stockholders, employees, customers, sources of supply, and the trade in general, explaining the status of the firm following the death of Arthur J. Olsen, founder-president, March 8.

They were informed there would be no basic change in the ownership of Permo or its subsidiary, Fidelitone, Inc. Both corporations will continue all their operations under the same policies and practices which were established by Olsen. The fiscal policies under which the firm has operated included provisions for continuation in any event or emergency, it was stressed.

In anticipation of retirement from active participation in the firms, Olsen had delegated to his executive staff the actual management of both corporations. These men have actually been in charge for the past few years.

Exec Line-Up

The following executive staff will continue the operation of Permo: Sherman E. Pate, president; Thomas E. Feten, executive vice-president and treasurer; Lloyd J. Anders, vice-president in charge of engineering; Gail S. Carter, vice-president in charge of sales; Towner K. Webster, vice-president; James W. Good Jr., secretary; Helen Drennan, assistant secretary; Edward J. Crowley, director of manufacturers sales; William H. Lenz, metallurgical director; P. W. Olson, plant superintendent; R. E. Stewart, director of purchases; Ray Peterson, quality control manager, and William R. Anton, sales manager of Fidelitone, Inc.

The letter was signed by Ruth I. Olsen, widow of Art Olsen, Sherman E. Pate, Thomas E. Feten, and Towner K. Webster.

MOA Honors Assn. Members

CHICAGO, March 24.—Interrupting the program following a talk by John Haddock Tuesday morning (20), George Miller, MOA president, awarded AMI a plaque in recognition of its co-operation with the national org. At the same time, Miller, speaking as head of the California op association, awarded a secretary of state citation to Haddock.

Similar plaques were awarded to Permo, Inc.; H. C. Evans, Columbia Records, Decca, Capitol Records and RCA Victor.

On Monday (19), Miller also interrupted the convention program to award Wolf Roberts, Denver, a trophy presented by the Colorado Music Guild, which Roberts heads, in appreciation of the work done for that org by Roberts during the past year.

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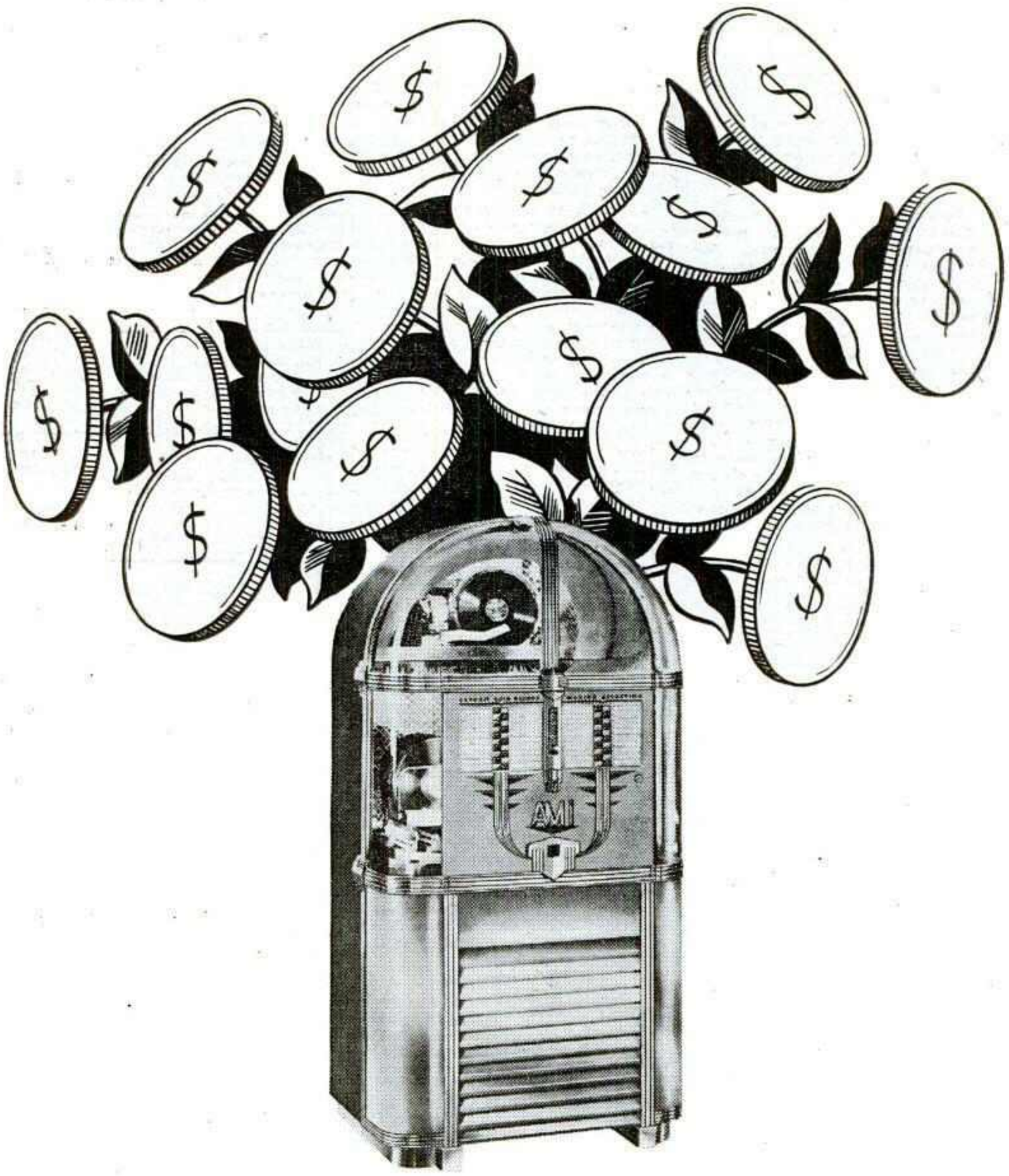

Blooms Day & Night... All Year 'round!

Plant "C" and grow a garden of dollars! The "C" is always fresh, always appealing; laughs at time, grows lovelier the longer it stays on location. It's ever-blooming, ever-colorful, ever-pleasing. Multiplies itself—grows—never stops. Oh, what joy in this dollar garden!

AMI *Incorporated*

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 3, MICHIGAN

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Ops To Get Industry Backing

• Continued from page 78

with the most important type of defense work—that of electronics.

No Prohibition

Barring all-out war, Haddock said he did not see the prohibition of juke box manufacturing. He told operators that if AMI could not build complete machines, they would build parts to keep present equipment in operation thru the emergency period.

In conclusion Haddock told operators to be prepared to face the emergency period at least thru 1952.

At the conclusion of his speech, Haddock was awarded a plaque by MOA and a citation from the California Music Guild (see separate story).

10-Cent Play

With the entire convention predicated on the emergency, the question of dime play carried thru much of the three-day session. While it was continually stressed that these were just forums wherein operators could express ideas on the subject, the importance of the matter was easily recognizable by the prominence it received. The consensus was that the nickel was out—that dime play, in some form, would soon take over.

Among those who expressed opinions on 10-cent play were Phil Levin, Chicago; Sen. Al Bodkin, New York, and Harry Snodgrass and Walter Huber, both of California. These men were able to quote dollar and cents results of their tests, and all revealed the potential of the increased per-play price.

Public Relations

MOA's two experts on the subject of public relations and promotion, Dick Steinberg and Hirsh De La Viez, were again scheduled speakers at this year's convention.

Steinberg once again outlined the work being done by the New Jersey Music Guild, and the results of its program to properly merchandise music. He stressed record buying, and the proper timing of the placement of records.

Deviating from his subject, Steinberg urged a stronger MOA, calling on those present to get new members into the organization. He also urged that a field man eventually be hired by MOA, one who was experienced in public relations and who could assist local orgs in their programs. This suggestion was later seconded by Ray Cunliffe and other execs, who said that while the money was not now available for such a person, the need did exist.

Veep Praise

Hirsh De La Viez, who prefaced his speech with some pyrotechnics and the statement that "no business—big or small—can exist without public relations," confined the bulk of his portion of the program to reading a speech made by Vice-President Alben Barkley at a presentation made by the Washington Music Guild to La Viez.

Barkley stressed the importance of music in everyday life, and paid particular praise to La Viez and the many charitable acts he had performed as head of the Guild.

La Viez urged operators to tie-in with local civic programs to "show the people in your own home town the type of person you are."

Pubber Speaks

For the first time in the short history of the MOA, the music publisher took a hand in the convention. Broadcast Music, Inc., was one of the exhibitors, and Arnold Shaw, vice-president and general professional manager of Duchess Music, was one of the featured speakers.

Shaw, who attended the convention last year, brought out for the music ops the important role played by pubbers in the making of a hit song. He listed as the 10 factors involved in this program the following: 1, writer; 2, publisher; 3, recording execs; 4, artists; 5, pluggers; 6, sales and exploitation; 7, disk jockeys; 8, juke boxes; 9, trade papers, and 10, the public.

It is not any one of these factors, but all of them, which eventually make the hit tunes, Shaw said. He told operators a music publisher has invested approximately $35,000 in a tune before he knows where it is going.

Shaw offered the juke box operators the opportunity of working out a closer liaison with the publisher—posing a series of questions which he left the ops to answer. These included such things as the formation of a committee of pubbers and operators. How can the publisher work more closely with the juke box operator? How can timing be made more certain in the placement of drive tunes on the nation's jukes.

Attendance Up

It was announced from the dias during the final business session that the registration at the second annual meet had doubled that of the first. Exhibitors reported interest in their various products, and there was some buying of those phonographs displayed.

The banquet, held Tuesday night to allow for the largest possible attendance, found the total passing the 500 mark, more than double the number of tickets sold last year. Clem Stetson, sergeant-at-arms, headed the banquet committee. Hirsh De La Viez arranged a three-hour entertainment program which included most of the artists who appeared at the record company exhibits, Billy Daniels, heading the Chez Paree show; *Kukla, Fran and Ollie* of television fame and several outdoor acts.

A special screening of *Royal Wedding*, the Fred Astaire starrer, was held for ops at the Civic Theater on Monday evening, and a cocktail party, sponsored by Fran Allison, who also exhibited at the convention, followed.

Plan '52 Meet

Prior to the convention this week it had been stressed that this might be the last MOA convention for the duration of the emergency. However, during the course of the convention it was revealed that while a '52 convention is still in doubt, reservations would be made for one at the Palmer House for the same time next year.

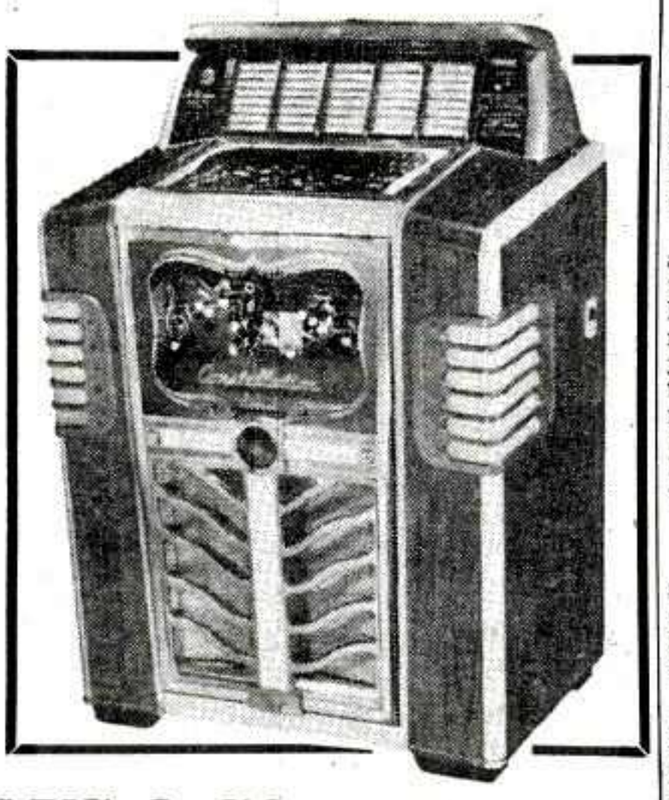
TITLE STRIPS
For All Model Juke Boxes
BEST QUALITY • LOWEST PRICE
Send for Sample and Prices
AJAX DISTRIBUTING CO.
55 Branford St. Newark 5, N. J.

Thank You, Music Operators of America . . .

for the overwhelming approval you gave Evans' Constellation Phonographs at the Convention. Your recognition definitely places Constellation at the top as the most practical instrument for Operators.

In turn, we renew our pledge to maintain uncompromising Evans Quality . . . your assurance of long life, trouble free performance, consistently profitable earnings.

EVANS' 20 Record, 40 Selection
CONSTELLATION



If you have not yet joined the rapidly increasing host of Constellation Operators, learn now why it will pay you to do so. See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO. 1556 W. Carroll Chicago 7, Ill.
SEE ANOTHER EVANS' PROFIT STIMULATOR, PAGE 96

No Red Coins

• Continued from page 78

only bi-monthly service, Call said the fair trade act requires $3.50 minimum to the operator before commissions.

Call stressed that these figures are minimum. Operators are free to make arrangements with their locations which require higher first money or front money guarantees, just as they are free to challenge the minimum cost of doing business figures in California courts. In the event of such challenge, however, the burden of proof rests with the complaining operator.

Southern California Surveyed

Operators in the Southern half of California, Call stated, recently conducted a cost of doing business survey which will enable them to be covered by the fair trade act.

Thus far, Call reported, no court actions have arisen out of the fair trade program for juke box operations. At present he estimated 90 per cent of the Northern counties' phonographs are operating under the law. But he said it may be necessary to bring punitive court action against violators. Convictions of violators could result in six-month prison terms and/or fines up to $1,000.

No Red Coins

In addition to establishing minimum average cost of doing business figures, the Music Guild's inclusion under the California law prohibits such unfair trade practices as loaning money to locations and the use of such gimmicks as red coins.

As a sidelight, Call pointed out that music operators in the Northern California counties have been allowed a 40-30-20-10 per cent depreciation for tax purposes.

FOR USED MUSIC BOXES
Flexible Mirrors at Low Cost
Parallel's flexible glass mirrors with their sparkling beauty increase profits of your music boxes. We make flexible glass to fit any and all requirements. Write for our new color card and prices today!
PARALLEL MANUFACTURING CORP.
15 SPRUCE STREET, NEW YORK 38, N. Y. COrtlandt 7-4332

• Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

ARTIST / LABEL AND NO. — TUNES / COMMENT — JUKE-ATS — DISK JOCKEY — SELLER — OPERATOR

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

• Continued from page 40

POPULAR

IRVING IRVING (Harmonicaires)
In Apple Blossom Time — 40--35--40--45
INTRO 6012—Harmonica combo gets off a dispirited rendition.
Beer Barrel Polka — 45--40--45--50
Side is livelier than flip, but still not too attractive.

JOHNNY DESMOND-PATSY LEE
Chapel of the Roses — 76--78--75--75
MGM 10930—Desmond and his Breakfast Club compatriot, Miss Lee, duet pleasantly on a new plug ballad.
Forever and Always — 69--70--67--70
The twosome tackles a new waltz of slight ingredient. Nice job but unlikely material.

MONICA LEWIS
You Are the One — 77--78--76--77
MGM 10925—Monica comes up with one of her most effective recent wax efforts on this pretty new beguine. Joe Lipman backs up skillfully.
Lucky People — 67--70--66--66
The thrush does as best she can with a flimsy bit of bounce ditty.

FRED WARING
My Lost Melody — 72--77--72--68
DECCA 27496—Joanne Wheatley is spotted in the solo spot for this pretty disking of a lovely movie waltz. The thrush shows an appealing quality.
Faithful — 74--78--74--70
With lush Waring orking, Joe Marine pipes a solo go on this very pretty new ballad.

FRED WARING
A Home That's Filled With Love — 67--70--70--60
DECCA 27480—Stuart Churchill's tenor carries the solo burden as the Waring organization prettily handles a simple, homey philosophical piece. Mainly for family trade.
The Place Where I Worship — 73--78--68--NS
A Waring choral production is built around this several month old chunk of religioso. Makes an effective moralizer.

INK SPOTS
Do Something for Me — 83--84--82--83
DECCA 27493—The Spots, who rarely do this sort of thing, turn on a beat for an R & B blues item. It's a fine performance which could score big in R & B sectors.
A Fool Grows Wise — 69--70--67--70
A batch of philosophical nothings, set down judiciously by Bill Kenny, bogs down an attractive melody line.

PETER LIND HAYES
I'm on My Way Home — 72--75--70--70
DECCA 27495—An extremely attractive new Irving Berlin bouncer is handed a rather engaging go by Hayes, group and ork.
Let Me In — 68--70--65--70
A coverage rendition of this catchy novelty waltz; doesn't measure up to the earlier competition on the song.

CHILDREN

ROSEMARY CLOONEY
The Land of Hatchy Milatchy — 77--77--77--NS
COLUMBIA MJV 98—Moppets in the 4 to 7 brackets should get a kick out of the Clooney chant on a town full of the good things. Faith ork and and chorus lend a neat assist. Nicely packaged disk.
Little Sally One Shoe — 75--75--75--NS
Tho Miss Clooney does a fine job with the lyric, it's doubtful whether the pre-school crowd will go for this hunk of advice on keeping shoes on. Parents will, tho.

INTERNATIONAL

"WHOOPIE" JOHN WILFAHRT
First Love Waltz — 78--77--77--79
DECCA 45131—Tuba and banjo supply the European waltz beat for the ork with attractive clarinet and "glockenspiel" choruses.
Metro Polka — 80--80--78--81
The Wilfarht boys hand the pop novelty polka a danceable go as the male trio handles the vocal in English.

FRANK WOJNAROWSKI
Dziewczyna Z Pittsburga — 79--78--79--80
DANA 725—Polka called "A Gift From Pittsburgh" should do some excellent territorial business and attract coin elsewhere, too.
Syn Generala — 77--77--77--77
Typical Wojnarowski rendition of a vocal polka replete with the happy shouts and hand-clapping.

JULY & HENRY WEGIEL (Al Soyka Ork)
Hop Along Polka — 78--78--78--78
DANA 2085—The Wegiel duo supplies a happy English vocal for the fluffy little polka.
Train Ride Polka — 80--80--80--80
The Soyka ork gets off a chugging, rhythmic reading of a typical English lyric polka.

JULY & HENRY WEGIEL (Al Soyka Ork)
Nikt Mnie Nie Chce — 75--75--75--74
DANA 726—The Wegiels and ork handle a typical European polka with bounce.
Ges Ges—Oberek — 76--76--76--76
Ork and vocalists chant the European waltz in roundelay pattern.

FRANK WOJNAROWSKI
I Love To Dance — 79--79--78--79
DANA 3052—Instrumental polka is played with verve by the ork with the usual happy shouts and hand-clapping
Dobre Cxasy — 78--78--77--78
More of the same. Shouting, whistling and stomping.

FRANKIE YANKOVIC
Frances, Darling Frances — 77--78--75--78
COLUMBIA 39269—Typical bright polka effort by Yankovic should please his following, particularly in the mid-west.
Emilia Polka — 82--82--80--84
A gay girl friend polka with a beery quality should prove a likely item in the midwestern tavern boxes.

SACRED

STUART HAMBLEN
King of All Kings — 82--82--82--81
COLUMBIA 20795—Bass-baritone Hamblen sings with much feeling the religious opus containing some of the finest lyric ideas heard on gospel tunes. Disk has pop and c. and w. appeal.
He Bought My Soul at Calvary — 80--80--80--NS
Another gospel song written by Hamblen is sung with emotion and spirit. Lyric tho is strictly sacred material.

GEORGE B. SHEA
The King of All Kings — 79--79--79--77
V 20-4085—Shea's bass voice and choral group create the proper sacred feeling in this version of the Hamblen religious work.
I'd Rather Have Jesus — 74--74--74--NS
Tho Shea supplies a good deal of religious feeling, the prosaic sacred work is only average.

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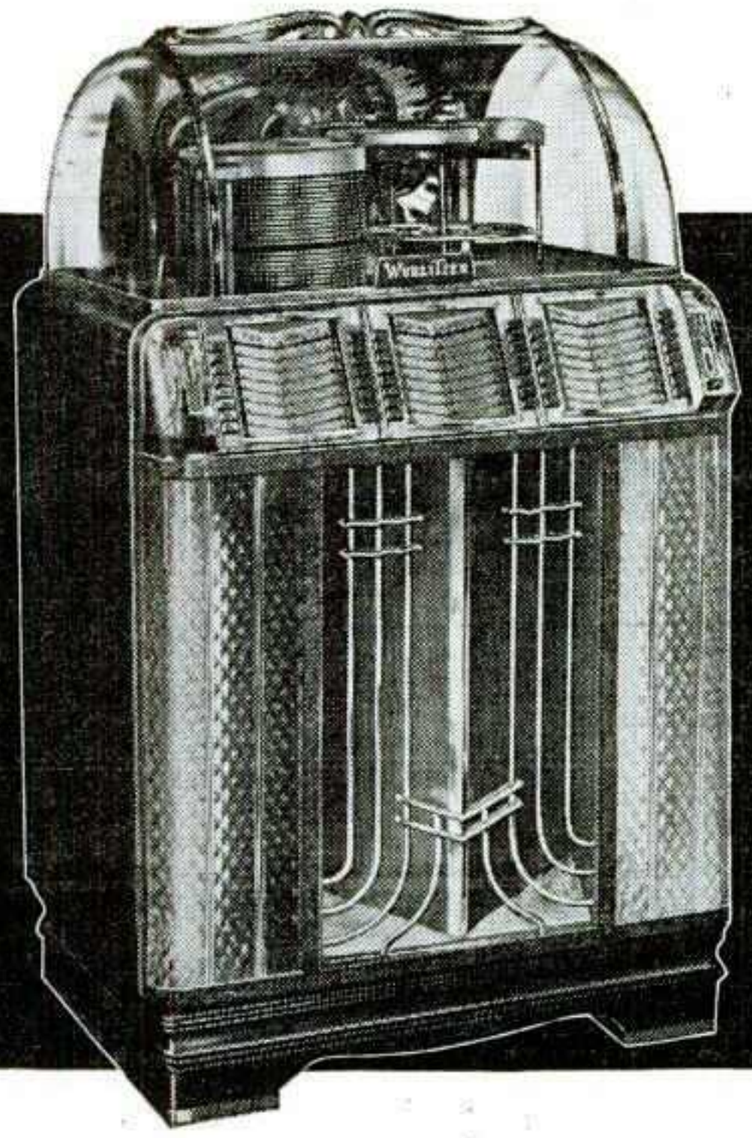
NO REASON TO BUY TWO WHEN ONE WILL DO!

"Why buy two when one will do? Why pile on more than 48 selections? Those are good questions. Any operator ought to know the answers. If he doesn't, let him look at the new 48-Selection Wurlitzers. In my opinion, they'll get me more spots, make me more money than any phonographs ever built."

JOSEPH HAHNEN
Gordon Amusement Co.
New York City



BEAUTY THAT GETS INSTANT ATTENTION

See the Wurlitzer Fourteen Hundred. Its styling stops all eyes. Completely visible, softly glowing plexiglass record changer compartment. Brilliant pilasters. Exquisitely designed metal grille. All extend a colorful and powerful invitation to start this beauty playing.

TONE THAT INVITES CONTINUOUS PLAY

Hear the Wurlitzer Fourteen Hundred. Its Zenith Cobra Pickups bring out the full brilliance of the new micro-groove records. Its Dynatone Sound System means a frequency range that reproduces the high fidelity of those records with perfect balance between treble and bass—music that's an irresistible invitation to play this great instrument over and over again.

48-SELECTION ALL-SPEED WURLITZER MILES OUT IN FRONT

"The new 48-Selection, All-Speed Wurlitzers are beauties. Your foresight in holding to 48 selections and in introducing one phonograph that will play all speed records with 30-second changeover, deserves the appreciation of all operators. For my money, you're miles out in front."

NICK DACQUISTO
N. D. Novelty Co.
Milwaukee, Wisconsin

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

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• Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST / LABEL AND NO.	TUNES / COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

• Continued from page 34

JOE LIGGINS (Honeydrippers)
That's the One for Me 82--84--82--80
SPECIALTY 394—Neat job of a standout novelty, but not as potent as the Roy Milton-Camille Howard job on the same label. Liggins and Candy Rivers do vocal honors

Bob Is My Guy 74--74--74--74
Miss Rivers does a slow love ballad with style and a quality voice.

ROY MILTON (Camille Howard)
That's the One for Me 89--90--87--89
SPECIALTY SP 386—This sparkling duet, with exceptional novelty material and a compelling vocal and combo performance, could score in pop as well as r & b—and big in both.

Bye Bye Baby Blues 76--76--76--76
Milton chants a medium-slow blues alone, with effective ork backing. Good side, but overshadowed by flip.

BLIND JOHNNY DAVIS
Honey Babe 70--70--70--70
MGM 10919—Old style warble job on a simple, old fashioned ballad with rhythm trio accompaniment. Davis sings with a crude, but winning charm.

Telegram to My Baby 70--70--70--70
Davis warbles a heartfelt, simple blues.

FLOYD DIXON
Walkin' and Talkin' Blues 77--77--77--77
ALADDIN 3069—Supported by Johnny Moore's Blazers and a tenor, Dixon cries a slow, moody blues. Compact, effective blues side.

Girl Fifteen 83--83--82--84
Up boogie blues novelty rocks, with unbilled thrush dueting with Dixon. This one could crack thru.

JIMMY WITHERSPOON
I Gotta Gal Live Upon a Hill 75--76--75--74
MODERN 808—Extraction from a Coast jazz concert offers Witherspoon on a breakneck blues with jazz sidemen blowing a storm. Undisciplined but exciting business.

Ain't Nobody's Business 72--74--70--72
Another concert piece, with the fine blues warbler chanting his top record hit. Doubtful that he could repeat so soon saleswise.

LLOYD THOMPSON
Some Day You'll Want Me 74--75--74--73
V 22-0115—New addition to Victor's roster is a Hibbler type, showing here a neat rhythm ballad, with okay combo work in back. ?

Don't Rush Me, Baby 70--70--70--70
Thompson chants engagingly on a so-so slow ballad.

DINAH WASHINGTON (Jimmy Carroll)
I Won't Cry Anymore 83--83--83--83
MERCURY 8211—Miss Washington registers with one of her expressive, stylish renditions on this attractive bluesy ballad, with a string-augmented ork in back.

Don't Say You're Sorry Again 83--83--83--83
Another stickout-ballad job, here on a tune that's several years old but which never realized its potential.

JOHNNY MOORE'S THREE BLAZERS (Mari Jones)
Unlucky Girl 75--75--73--77
ALADDIN 3082—The Blazers are transformed here with a thrush doing the honors and a tenor added to the guitars and piano. Result is a neat mood blues job. Miss Jones impresses.

Four Years 80--81--78--81
Gal and group weave a lovely mood with a slow, fragile ballad job.

PROVIN' THE PUDDIN'

Distrib Ops New Jukes To Show Earning Power

TORONTO, March 24.—To counter any claims that new machines do not help business, Baldwin Distributing Company, distributors in Canada for Seeburg, have temporarily gone into the operation side of the business.

So far, despite claims that new machines don't help business, it has been learned that business "can be tripled." In addition, Reg Gilchrist, who prompted the operation, said that the machines can be paid for in a year.

Gross Range

The lowest amount grossed on any machine, according to Gilchrist, was $50, while the highest gross was $97. This means an average of about $65-$70 a week, he pointed out.

Some 12 machines in similar locations were tried out in the city and in the country. Gilchrist said that the locations were happy with the take. "From it," he said, "we learned that operators can afford to pay a minimum of $25 a week on the purchase of new machines."

Turn Over Spots

The operation is strictly an experiment and any of the locations thus developed by the company are being sold to the operators. It started as an experiment when many operators said new machines were not worthwhile and wouldn't earn any more money.

"We think we have proved this to be a lot of bosh," said Gilchrist.

As a result of the success of one of the locations, the man who had the machine on his location sold his four drugstores in the city of Hamilton and now owns some 10 machines. He is Jim Custeau.

The distributor also learned that the public's taste in music is catholic. They like classical music as well as cowboy tunes. The hits still get the biggest play, but the other forms garner a lot of play.

The experiment has been going on for the last three months and is continuing. Other tricks in the operation of the machines are being tried by Gilchrist, and the results of these experiments, if Gilchrist's predictions are correct, will result in a lot of new operators coming into the business, provided new machines are available.

Pittsburgh

Joe Montgomery, head mechanic, Automatic Food & Refreshment Company, reports one improvement in the new milk machines that remedies a former condition and involves a ouija board action. This improvement is used in the throat of the machine to position the pint bottle of milk so it hangs in the throat and does not tilt too far before coming out of the machine. Also, a spring is fixed across the throat of the machine so the milk bottle doesn't stick in the throat as formerly.

Harry Rosenthal, of Banner Specialty Company, predicting a coming trend, believes that in a year or two phonograph operators may use 45 records exclusively if they wish. AMI's new model C with 45 r.p.m. attachment is on display at the Banner showroom. With the 45 attachment, says Rosenthal, no AMI will be obsolete even tho a machine is five years old, and should vinylite ever become critical, operators may switch back to 78s.

Bow Ristaucrat

• Continued from page 78

and correct position adjustment after records have been changed. It has two six-inch speakers located on both sides of the mechanism. A repeater button makes it possible for location patrons to get a replay on a tune without going to the selector.

The changer on the S-45 was designed and built by the Ristau Brothers, Arnie and Al. They also designed the playing mechanism which is highlighted by a minimum of parts. Selectors is a push-button type and the 12 buttons are located on selection panel in circular fashion. Panel itself is made of thick plastic and is finished in three colors. The S-45 can take up to five wall speakers for locations where range extension is necessary.

Following is the initial group of distributors appointed to handle the S-45:

Capital Distributing Company, Denver; Console Distributing Company, New Orleans; Okay Vending Company, Detroit; First Distributors, Chicago; Forest M. Bird & Associates, Portland, Ore.; Casola Amusement Company, Rockford, Ill., and Jose Romero Hernandez, Santurce, Puerto Rico.

Those representing Ristaucrat at the show besides Cohen and the Ristau Brothers included Ed Marheine, president; Joe Caldron, export manager, and John Carr.

Industry Unity

• Continued from page 78

to be successfully combated.

On the copyright bill question, Miller said he had asked to be notified when hearings were scheduled.

Discussing the national emergency, Congressman Miller said he was not one of those persons who felt war was inevitable, a statement which brought a round of applause. He outlined the program which the government is now following to build its defenses and stressed the potential power of the United States.

At the conclusion of his address Miller was given a standing ovation lasting more than five minutes.

PAT. PEND.

SELECTIVITY . . . . including "Cancel" Button.

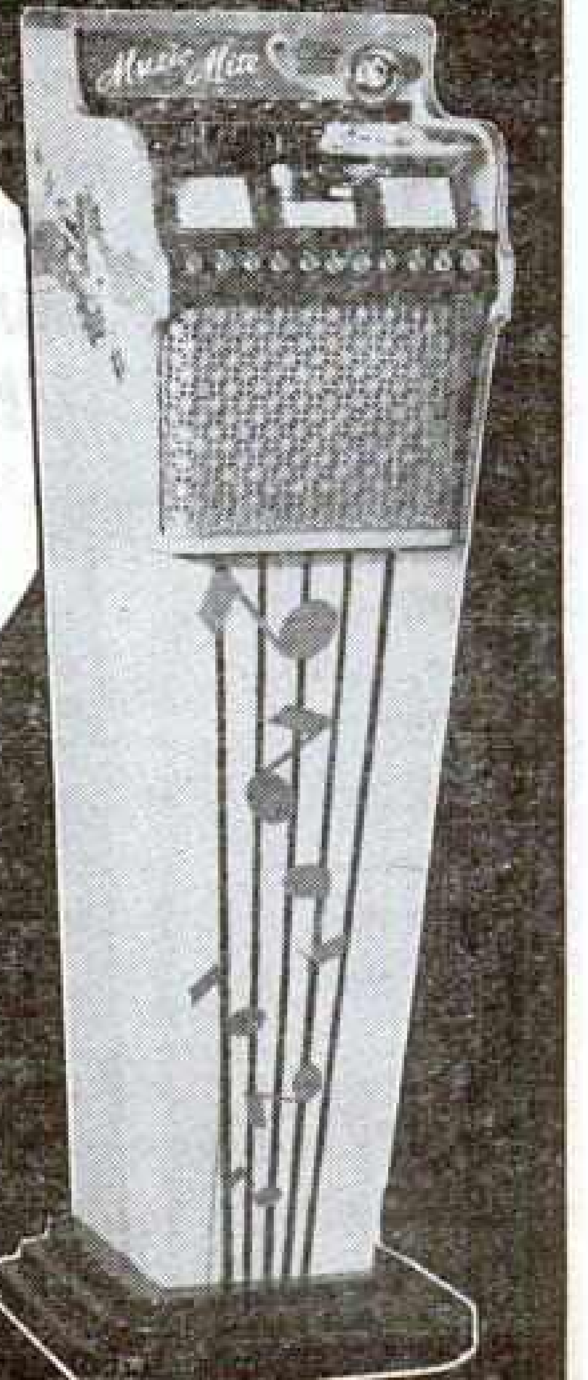
CREDIT UNIT . . . . accepts up to 40 nickels at a time.

PROVED PERFORMANCE . . . incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

SIMPLE TO SERVICE . . . Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light — weighs only 50 lbs. — and can be transported by car instead of a costly truck.

ONLY Music Mite OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

See the new
Music Mite
MODEL 52
featuring
SINGLE ENTRY
SLUG PROOF
5c-10c-25c
COIN MECHANISM
Accepts up to $2.00 of credits in any combination of coins.



PEDESTAL STAND
(Optional)
For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.

MUSIC MITE DOES EVERYTHING THE STANDARD SIZE PHONOGRAPH CAN DO — BUT COSTS LESS-MUCH LESS!

HEAR IT—SEE IT—BUY IT TODAY FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY!

Williams MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

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IT'S TERRIFIC!

JUST ASK THE OPERATOR WHO SAW IT AT THE MOA CONVENTION!

Chicago Coin's "Hit Parade"

5c-10c-25c "45" DROP COIN CHUTE

A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN—45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM

EYE-APPEAL
The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected from gleaming "Apollo Metal" surfaces. A large fluorescent bulb behind a color spectrum, provides the illumination in a manner that rivals the "jumbo" phonos.

APPROXIMATE SIZE
HEIGHT—21"
WIDTH—20"
DEPTH—17"

THE MOST BEAUTIFUL LOW PRICED PHONOGRAPH EVER BUILT

ONLY "Hit Parade"

NO OTHER "45" PHONOGRAPH HAS ALL THESE FEATURES

- **ELECTRICAL SELECTION** (permits connection with wall boxes)
- **5c-10c-25c DROP COIN CHUTE**
  A "MUST" for profitable operation
- **CREDIT UNIT** • **CANCEL BUTTON**

Chicago Coin's "Hit Parade" accepts up to 45 plays

Famous RCA record changing mechanism. EASILY UNDERSTOOD. The operator of "HIT PARADE" requires no special knowledge or training.

Instantaneous changing of records and title strips. All working parts easily accessible through rear door. Removable mechanism panel for fast, easy servicing.

"Hit Parade" MOUNTED ON ITS HANDSOME PEDESTAL BECOMES AN EYE-APPEALING ONE PIECE UNIT

"A REPLICA IN MINIATURE OF A MODERN DANCE ORCHESTRA"

SEE "Hit Parade" TODAY AT YOUR DISTRIBUTOR OR WRITE US FOR FULL COLOR ILLUSTRATED FOLDER

DON'T FORGET TO SEE Chicago Coin's BAND BOX

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

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• Classical Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

• Continued from page 28

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE. SCHUMANN - GLAZOUNOV: CARNAVAL Efrem Kurtz, Cond., The Royal Philharmonic Ork. Columbia (33) ML-54367 — **80**

An apt pairing of two ballet scores, both orchestral transcriptions of works originally written for piano, makes for a pleasant, light program here. Of the two, the Respighi orchestration of Rossini seems the more successful and appropriate; "Carnival" just doesn't seem right decked out for horns. Such prejudices aside, however, there is pleasurable listening here, performed gaily enough. Untaxing stuff, it could become a popular item.

BEETHOVEN: CONCERTO IN D MAJOR. Zino Francescatti, Violin, Philadelphia Ork, Eugene Ormandy, Cond. (1-12") Columbia (33) ML-54371 — **74**

Impeccable, sensitive violin by Francescatti and a noble reading by Ormandy, plus a rich, faithful recording job make a high grade offering of the Beethoven concerto. Were it not for the Szigeti recording, also on Columbia LP, the Francescatti would rate tops. The singing lyricism of the younger man may be preferable for some enthusiasts to the lofty grandeur of the master.

OPERATIC RECITAL BY SUZANNE DANCO —L'Orchestre de la Suisse Romande, Alberto Erede, Cond. (1-12") London LLP-224 — **65**

Louise: Depuis Le Jour; Traviata: Aria de Violetta; Manon: Adieu Notre Petite Table; Carmen: Air de Micaela; Alceste: Divinites Du Styx; Dido and Aeneas; When I Am Laid to Earth.

Miss Danco, a young Belgian soprano who made a name with the La Scala Opera of Milan, is undoubtedly one of the finest new sopranos. She demonstrates a voice of fire, grace, subtlety and vehemence. That she is not a "single role singer" is ably demonstrated by her interpretations of arias from the dramatic and well-known Traviata to the restrained and little-known early English Dido and Aeneas. For the uninitiated, there are the familiar Carmen and Manon arias. For the operatic scholars there are the Purcell aria and the Louise or Alceste selections. In sum, Miss Danco is a welcome addition to the ranks of first-rate operatic sopranos.

RESPIGHI: ANCIENT AIRS AND DANCES FOR THE LUTE AND PERGOLESI: CONCERTINO IN F MINOR—Stuttgart Chamber Ork, Karl Munchinger, Cond. (1-12") London (33) LLP-312 — **69**

The excellent Stuttgart chamber ork offers two magnificent demonstrations of string playing. The sonority and richness of tone, captured here in a noble job of recording, are an auditory revelation. The Respighi orchestration of old Italian airs for lute is a stimulating reworking of old materials, forged into modern orchestral colors. The Pergolesi work is a light, delicate affair (early 18th century) for string orchestra, capitivatingly played.

A. G. AND D. GABRIELI: CANZONI, RICERCARI AND CHORI FOR SINGLE AND DOUBLE BRASS CHOIRS
and
JOHANN PEZEL: FOUR SONATAS FOR FIVE VOICED BRASS CHOIR (1-12") Period (33) SPLP-526 — **58**

M. Karpilovsky, I. Smith, D. Shuman, S. DiVincenzo, A. Pearlstein, D. Butterfield, D. Karpilovsky, A. C. Stater.

The comparatively low rating above does not refer at all to the artistic worth of this unusual recording, but rather to its very esoteric nature and the consequent limitation of sales prospects to students and specialists. What is offered here is a virtually unknown aspect of baroque music—the polyphonal brass choir. The waxing is the end product of fine research and scholarship and beautiful performances by choirs made up of various combinations of trumpets, trombones, tuba and a clarinet. The result is a collection of brilliant-sounding Italian and German baroque brass music, suggestive of the pomps and pageantry of the 17th century city-states. A high spot is a fabulous trombone solo by conductor Davis Shuman.

MOZART: QUINTET IN A MAJOR K-581 —For CLARINET and STRINGS—A. Duques, A. Eidus, Emanuel Green, I. Zir, G. Ricci
and
QUINTET IN E FLAT MAJOR K-407 FOR HORN and STRINGS—O. DeRosa, A. Eidus, I. Zir, A. Levin, G. Ricci (1-12") Stradivari (33) STR-601 — **65**

Tho the A Major Quintet has been often recorded few of the versions have been transferred to LP wax. The E Flat Major chamber work, however, has not been heavily recorded in any form. The combination, therefore, has commercial potential. Clarinetest Duques displays much feeling for the lovely A Major work, but lacks the technical ability of a Reginald Kell. Yet the group offers an extremely pleasant reading. The E Flat Major, actually a difficult exercise for French horn, shows DeRosa to be first-rate musician despite technical requirements that would tax the ability of any soloist. The latter work too displays the beautiful melodic strains usual with Mozart. Market for the disk is, however, restricted to the chamber music coterie. Recording is good.

HELEN TRAUBEL SINGS WAGNER (Vol. I)—Helen Traubel with RCA Victor Orchestra under Frieder Weissman (1-12") Victor (33) LM-1122 — **78**

Tristan and Isolde: Narration and Curse, Love Death; Tannhauser: Elizabeth's Prayer; Lohengrin: Euch Luften Die Mein Klagen.

This first volume of two collections of important Wagnerian arias marks Miss Traubel's first recorded operatic efforts in a few years and her first for Victor since she returned to the label. She delivers the four selections in this first volume with all of the brilliance, power and beauty of voice which have established her as one of the foremost of Wagnerian interpreters. Miss Traubel draws superb orchestral accompaniment from a house ork conducted by Frieder Weissman, apparently more than a knowing hand at Wagner. The technical recording is tops. This is operatic recording at its height and, tho Wagner is generally rough to digest for most, should prove a substantial and steady selling package.

SIBELIUS: QUARTET IN D MINOR, OP. 56—The Griller String Quartet (1-12") London (33) LLP 304 — **72**

Sibelius' lone quartet, and indeed his only chamber music composition of significance, gets a handsome, beautifully integrated job from the Griller. Further, it is up to London's high mark in technical recording—close up, wide range and very realistic in tone. From the point of availability alone, this was an excellent repertory choice for London—since the only other version is the Budapest for Victor's Sibelius Society series, not separately available. Sibelius is one of the most popular contemporaries, and there should be a fairly good market.

• Advance Record Releases

• Continued from page 37

POPULAR ALBUMS

of You, Dear; Love's Old Sweet Song; Meet Me Tonight in Dreamland; Moonlight Bay; Till We Meet Again; You Tell Me Your Dream, I'll Tell You Mine

Lullaby of Broadway Album—Doris Day-Norman Luboff Choir-Buddy Cole-Frank Comstock (1-10") Col (33) CL 6168; Lullaby of Broadway, Fine and Dandy, In a Shanty in Old Shanty Town, Somebody Loves Me, Just One of Those Things, You're Getting To Be a Habit With Me, I Love the Way You Say Goodnight, Please Don't Talk About Me When I'm Gone

Mambo Jambo Album—Sonny Burke Ork (1-10") Dec(33)DL-5309: Mambo Jambo; More Mambo Jambo; Mambo No. 5; Jing-a-Ling, Jing-a-Ling Mambo; Koo Koo Mambo; Little Bud Mambo; Mamboogie; El Choclo Mambo

Melody Cruise Album—Irving Fields Trio-Three Beaus and a Peep (3-7") V(45)WP-307: Guatemala; Boco Chica; Costa Rica; Managua; Nicaragua; Por Que; Adios; Mariquita Linda; Brazil.

Piano Moods Album—Bill Clifton (1-10") Col (33) CL 6166; It's Easy To Remember, Isn't It Romantic, Love Forty Blues, Let's Fall in Love, The Touch of Your Lips, Down the Old Ox Road, Down by the River, Love Is the Sweetest Thing, The Gypsy in My Soul

Piano Moods Album—Jose Melis (1-10") Col (33) CL 6167, Moon Over Miami, Isle of Capri, On a Little Street in Singapore, Cherokee, The Love Nest, My Heart at Thy Sweet Voice, Playera, Orientale

Polkas by Dorsey Album—J. Dorsey Ork (1-10") Col(33)CL-6165: Acapulco Polka; Barbara Polka; Clarinet Polka; Helena Polka; Julida Polka; Laugh Polka; Licorice Stick Polka; We're Gonna Have Some Fun Tonight

Royal Wedding Album—Fred Astaire-Jane Powell MGM (4-10") (78) 70; (45) K 70; (33) E 453; How Could You Believe Me?, Too Late Now, You're All the World to Me, I Left My Hat in Haiti, Happiest Day of My Life, Open Your Eyes, Every Night at Seven, Sunday Jumps

Russ Case Plays Albums—R. Case Ork (4-10") MGM(78)74: Me and My Shadow; The House Is Haunted; Too Many Parties and Too Many Pals; When a Woman Loves a Man; I Found a Million Dollar Baby; More Than You Know; Little by Little; It's Only a Paper Moon

You and the Night and the Music Album—Tommy Dorsey Dec(33)DL-5317: You and the Night and the Music; If There Is Someone Lovelier Than You; Dancing in the Dark; Along Together; Something To Remember You By; Louisiana Hayride; I See Your Face Before Me; I Guess I'll Have To Change My Plans

CHILDREN

Bugs Bunny Meets Hiawatha—Mel Blanc (Sides 1 & 2) Cap Cas 3072

Daffy Duck Meets Yosemite Sam—Mel Blanc (Sides 1 & 2) Cap Cas 3073

Land of Hatchy Milatchy—Rosemary Clooney (Little) Col MJV 98

Little Sally One Shoe—Rosemary Clooney (The Land) Col MJV 98

Panchito, the Little Burro Who Could Not Bray—Larry Morey (Sides 1 & 2) Cap DAT 3087

Song of the Owl and the Duck, The—Billy May-Jerry Marlowe (The Whistler) Cap CAS 3089

Sunday School Songs for Children Album—Tex Ritter (2-10") Cap (78) DBS 3078; Two Little Hands; Jesus Loves Me; Little Feet Be Careful; I'll Be a Sunbeam! Away in a Manger; Jesus Loves Little Children

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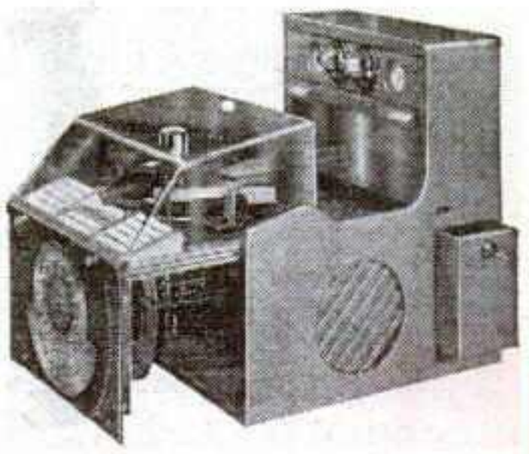

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FOLK TALENT AND TUNES

• Continued from page 36

for **Pete Doraine.** Johnson is currently doing club dates, but General Artists' Corporation is lining up location dates.

Fiddlin' Red Herron, former King artist, is now at WWL, New Orleans, working with a h. b. band. . . . **Bill England,** who now manages **Hank Williams,** formerly was time salesman at WSFA, Montgomery, Ala., where Williams got his start. **Bill Lister,** just inked with Capitol, also has joined Williams's band. **Audrey Williams** and Decca have parted company and she will return to MGM, where she and her hubby will do duets, and Audrey will do solo disks. She will do more one-nighters with the Williams troupe. Williams is suffering from a spine disorder and will probably take six weeks off soon for surgery.

Tex Williams's frau, **Dallas,** is in a Los Angeles hospital, receiving treatments for an arthritic condition. . . . **Art Satherly,** Columbia's country music chief, reports that he is cutting a new **Gene Autry** and sides by **Johnny Bond.** His aid, **Don Law,** was in Chicago during the juke box confab. . . . **Hank Penny** is working his band at Pop's Willow Lake resort ballroom in the Los Angeles territory.

Tex Forman and His Cracker Jacks are leaving WSB, Atlanta, where they've worked for the past year, to work at WMAN, Mansfield, O., where they'll be part of the Ohio Valley Barn Dance troupe. . . . The Silver Spur Ranch Boys are working at KIRX, Kirksville, Mo., and working dates in the territory. . . . **Jack Patton** is heard daily on KRKD, Los Angeles, for a vitamin sponsor.

Bonnie Lou and **Buster,** former Mercury recorders, have joined **Jimmy Raines** at WSVA, Harrisburg, Va. . . . **Bill and Mary Read** have switched from WFLO, Farmville, Va., to WLVA, Lynchburg, Va. . . . **Bill Clifton,** yodeling mountaineer, is now airing over both WBLT, Bedford, Va., and WINA, Charlottesville, Va. . . . **Smokey Wallace,** leader of the Western Playboys, now working at the Kollege Keg, Indianapolis, became the father of a son, **Wayne Keith,** March 3. . . . **Billy Briggs** (Imperial), whose disking of "Chew Tobacco Rag" started the flurry of diskings of the tune, is working Texas with his band. **Lou Chudd,** of Imperial Music, and the record firm has turned over the tune to **Nat Tannen,** of Keys Music. . . . **Danny Dedmon** (Imperial) has rejoined **Jelly Elliott** and His Knot Heads at KTRY, Bastrop, La.

Disk Jockey Doings

Red Kirk, who doubles between d. j. and live shots at WIMA, Lima, O., now has **Joe Avants,** electric mandolin; **Ted Raines,** steel, and **Oscar Woollom,** bass, backing him. . . . **George Sanders,** KFVD, Los Angeles, has added the "Success Story" KTTV, Los Angeles, to his TV sked. He reports that **Walkin' Charley Aldridge** is now doing shows on KTTV, using h. b. singers as guests. **Fred Kirby, Claude Casey, Les Anderson** and Sanders have just completed a new movie, "Kentucky Jubilee," for Robert L. Lippert Productions.

Chuck McKasson, WGBF, Evansville, Ind., has formed a group called the Original Hillbilly Jamboree, which is touring local schools. . . . **Sleepy Jeffers** has added an 11-year-old singer, **Pudgy Parsons,** to his Pioneer Pals. He also does d. j. work at WTIP, Charleston, W. Va. . . . **Bob Neall,** WMPS, Memphis, reports that **Gorgeous George,** the grappler, did a guest d. j. on his h. b. show. . . . **Denver Bill,** WFMJ, Youngstown, O., now doing 40 minutes of platter spieling per day. . . . **Frank Porter** is celebrating second anniversary of his "Country Store" seg from a local department store over WXGI, Richmond, Va. . . . **Lucille Gallion,** WLOG, Logan, W. Va., has added an early morning disk show.

Al Rogers (MGM) is switching from WMPS, Memphis, to KGNC, Amarillo, Tex., where he will do live and d. j. shows daily. He reports that **Uncle Jay** is the big spinner at KPAN, Hereford, Tex. . . . **Bob Shaffer,** who has been doing live shows with his band at WKNX, Saginaw, Mich., is adding a two-hour morning disk show to his daily schedule. . . . **Paul Clayton,** former Southern d. j., currently with the BBC in England, is doing an e.t. show which will be carried by WINA, Charlottesville, Va. . . . **Burt Sherwood** has started a five-hour-per-night daily show at WCFL, Chicago, spinning country and Western platters. . . . **Harry (Mushmouth) O'Connor,** formerly at KMAC, San Antonio, is back in the army at Fort Sam Houston, Tex., where he is an officer. . . . **Hal Culver** is reactivating his Saturday afternoon two-hour d. j. show at WLS, Chicago, after a nine-month lapse.

Bob Cutting, KVIC, Victoria, Tex., reports that **Danny Ellis,** 15, and **Dave Smith,** 12, are doing a daily country live show at the station. . . . **Sonny Ciesla,** who formerly worked for King records and more recently has been doubling between secretarial work for **Deacon Moore,** KXLA, Pasadena, Calif., and backstage duties in connection with **Cliffie Stone's** Hometown Jamboree, is getting married March 31. . . . **George Barron,** KCRT, Trinidad, Colo., is adding a Saturday 30-minute shot from a local department store. . . . **Lee Stewart,** WHAT, Philadelphia, celebrated the first anniversary of his show, with 11 fan clubs showing up with cakes for the occasion. . . . **Gabe Tucker,** of the **Eddy Arnold** troupe, is replacing **Connie B. Gay,** while the latter is in the Orient entertaining G.I.'s with a troupe that includes **Grandpa Jones.** . . . **Frank Page,** KWKH, Shreveport, La., reports that **Charlie Monroe** (Victor), brother of **Bill Monroe,** and His Kentucky Partners are returning to radio work on the station. Charlie has been on his farm at Beaver Dam, Tenn., the past two years.

Al Brock, WTAL, Tallahassee, Fla., picked up three new sponsors for h. b. shows last week. . . . **Si Jenkins** has inked with Bullet records, according to **Pat Cook,** KSTL, St. Louis. . . . **Leon Payne** is now working out of Houston, his home, according to **Clude Chesser,** KCLW, Hamilton, Tex. **Ben Blackmon,** KWBU, Corpus Christi, reports that **Jim Morgan,** brother of **George,** the Columbia disker, is working with **Sandy Austin** on the station. . . . **Banner Shelton,** WGCD, Chester, S. C., is giving away free theater passes to listeners who can identify mystery disks. Reports good mail response. . . . **S. W. Caplinger,** WKNA, Charleston, W. Va., is leading a square dance band three nights a week at the local Twin Maples club. . . . **Bob Nash** now spinning 'em at KSEL, Lubbock, Tex. . . . Uncle Dewey is the new h. b. spinner at WAYN, Rockingham, N. C.

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MOA Convention Notes

Manufacturers, distribs and operators, together with many top recording artists, took over the Palmer House this week to participate in the second annual Music Operators of America convention. Chicagoans **Ray Cunliffe** and **Phil Levin** hosted the out-of-town operators. Plants in the Chi area held open house for the visitors, and a full entertainment program was arranged for wives of the conventioneers.

Holding a pre-MOA convention meeting of its own, AMI executives and distribs remained here for the national get-together. **John W. Haddock,** president, altho just recovering from the flu, and still suffering from a heavy cold, headed the contingent which included **John Stewart** and **Bill Fitzgerald** from Grand Rapids, Mich., **Jack Mitnick,** Eastern sales representative, and **Ed Ratajack,** Western sales rep.

Much attention on the exhibit floor was focused on the new counter model jukes displayed by Williams Manufacturing, under the direction of **Sam Stern,** Chicago Coin, with **Sam Lewis** holding down the fort, and Ristaucrat, with **Joe Cohen** heading the delegation from Appleton, Wis., which included **Al and Arnie Ristau,** inventors of the new 45 r.p.m. juke. **Jack Rosenberg,** Chi Coin's West Coast rep, also was on hand for the convention, making the long trip here to see the new Hit Parade unit.

Heading the entertainment arrangement group was **Hirsh de La Viez,** whose letter from Vice-President **Alban Barkley,** which was read from the floor of the Wednesday meeting, proved one of the highspots of the convention. Hirsh not only arranged the star-studded floorshow, participated in the meetings, made a speech and helped ops with their record problems, but also found time to head up his own exhibit on the seventh floor.

Altho a somber note prevailed, the Permo room once again proved to be one of the most popular meeting places at the convention. Many dropped in to tell **Gail Carter,** Permo vice-president in charge of sales, how much they missed **Art Olsen,** who was on hand last year, and who died just a few weeks ago following a heart attack. Assisting Carter in the Permo room were **Dick Goetzen, Jack Baker** and **John Hammond,** who recently joined the staff covering the Midwest area.

Dick Steinberg, MOA's executive secretary, altho busy with his own work, managed to help out **Yermie Stern,** who became sick last Sunday, and was unable to leave his room during the convention. In Stern's absence, Steinberg took over the Hit Parade exhibit during the afternoon hours, leaving only to attend the executive committee meetings.

Jack Mitnick, chief of sales for AMI in the Eastern territory, hosted a party for his distribs Saturday (17) at the 885 Club. Among those who attended the pre-convention affair were **Jack Turman** and **L. V. Cashion,** Hermitage Music, Nashville; **Dave Rosen,** Philadelphia; **Mr. and Mrs. Charles Steele** and **W. R. Deaton,** Steele Music, Durham, N. C.; **Bill Fielding** and **Al Clavier,** Toronto Trading Post, Toronto, and Southern Automatic brass—**Leo Weinberger,** Louisville; **Sam and Mrs. Weinberger,** Indianapolis, and **Joe Weinberger,** Cincinnati.

Al Denver, who served MOA as its first vice-chairman and who left the office at the close of convention, flew to Miami Thursday (22) to vacation. With him went **Sidney H. Levine,** legal counsel for the org. **Senator Al Bodkin,** who also represented the New York ops at the meeting, was scheduled to return to New York via train.

Among the AMI distribs here for the three-day meeting were **Wolf Roberts,** Denver; **Harry Hooser; Mike Spagnola** and **Phil Weisman; Barney Sugarman** and **Abe Green,** and **Alan Nilva,** representing **Herman Paster.** Others spent from one to two days here. Roberts, as head of the Colorado Music Guild, also participated in the meetings.

Clinton Pierce, accompanied by **Mrs. Pierce,** headed the Wisconsin delegation. Pierce was elected third vice-president of the MOA for the coming year, thus adding still another office to his record. **Doug Opitz,** secretary of the Wisconsin org, led a group of Milwaukee ops who were in attendance. **Mike Imig,** head of the South Dakota Phonograph Association, was on hand with **Mrs. Imig,** altho he was delayed 12 hours in his arrival by a heavy snowstorm.

Lou Casola, head of Casola Distributing Company, Rockford, Ill., was busy each day greeting old friends and making new ones. . . . **Mrs. Lottie Berman,** Sicking, Inc., Indianapolis, put in a lot of time in the Chicago Coin headquarters at the Palmer House. Among those at the exhibit of the firm's selective counter music box were **Sam Gensburg,** co-owner of Chicago Coin, **Ed Levin, Sam Lewis** and **Avron Gensburg.**

Joe Kline and **Mal Finke,** First Distributors, covered the MOA two evenings after putting in a full day hosting visiting ops at their North Avenue headquarters. Kline also took in **Nat Cohen's** exhibit at the Hotel Sherman. Cohen's new game, Bowl-A-Matic, was originally scheduled to be shown at the Palmer House but found more adequate facilities in the press room of the Sherman. Among those dropping in for a look at the game were **Fletcher A. Blalock,** New Orleans; **Gil Kitt** Empire Coin Machine Exchange, Chicago; **I. Edelman,** Detroit; **Al Stern** and **Monty West,** World Wide Distributors, Chicago; **Clayton Nemeroff,** Monarch Coin, Chicago: **Sam Stern,** Williams Manufacturing Company; **Bill Ryan** and **Mel Binks,** Universal Industries; **Wolf Roberts,** Denver, and a steady stream of operators and distributors.

Sam Tradico and **Bob Buckley,** Console Distributing, New Orleans, were regular visitors to the Ristaucrat quarters which had one of the largest daily attendance records. Another frequent caller at this stop was **Morrie Gissert,** Cleveland Coin Machine Exchange, Cleveland.

Pointing up the high interest in counter model jukes was a heavy flow of traffic to the Williams Manufacturing display room. Firm showed three different models. **Sam Stern** proved to be an able host and was assisted by **Monty West,** of World Wide Distributors and model hostesses. **Perry Wachtel,** who handles Williams publicity from his New York office, was on hand to greet many of his own friends. . . . Vying for interest in the MOA show was the Kefauver Senate investigation telecast from New York. A TV receiver in **Fran Allison's** headquarters kept passersby up on the latest.

Jack Nelson, Bally sales manager, was in for a show visit, and was impressed by the attendance and apparent sales activity. Bally's Turf King is now in its 10th month of production. . . . **Jack Cohen,** head of the Cleveland Phonograph Merchants' Association (CPMA), was in with a group of 10 from Cleveland. Among them were **Sanford Levine** and **Virginia Holcomb.**

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

COURT OKAY ON REPEAT FEES MAY AFFECT DISKS. Lang-Worth and American Federation of Radio Artists' decision affects all media using mechanical means (General, Radio, Music departments).

CAPITOL SIGNS BOB EBERLY. The diskery plans the reuniting of the singer and Helen O'Connell, former hit combo (Music Department).

MERCURY TO RELEASE 40 R. AND B. DISKS. The diskery makes a bid as a serious contender in the rhythm and blues market (Music Department).

THRUSHES IN DISK CLOVER AFTER FIVE-YEAR FAMINE. Patti Page leads way for fem singers with hit disks (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Baltimore Rep Aids Ops With Ad Campaign

BALTIMORE, March 24.—Budgeting advertising funds each year for display ads aimed at helping individual route owners to obtain new locations is a good will building policy developed by Winters Distributing Company, Wurlitzer, reps here.

The phonograph distributor who concentrates only on selling new phonographs to the route operator and professes boredom with the operator's location-gaining problems is making a serious mistake, according to L. Winters, head of the firm. During the entire existence of the East Coast distributor, he has kept his own salesmen and all members of the organization alert for possible location tips which may be passed along to operators, with the result that operators struggling for a more solid footing have often been given unexpected, and welcomed help by the Winters Distributing Company.

Perhaps the most readily recognizable step toward "operator help" from the location standpoint, is the two-column ad which Winters Distributing Company runs regularly in the Baltimore classified telephone directory, and in local newspapers. The ad is headed "New Wurlitzer Juke Boxes Installed Free. . . . On a profit-sharing basis." Below, Winters points out "Make extra money every week with a crowd-pulling, nationally advertised Wurlitzer juke box. Write or 'phone us, and we'll put you in touch with a Wurlitzer music merchant who will give you full details."

On the wall of the Baltimore distributing firm's office is a map in which the territorial routes of all operators dealing with the firm, are indicated. Therefore, when a tavern or restaurant owner, telephones in response to the display ad, it is a simple matter for the distributor to locate the operator best set up to serve the location, and to recommend him to the potential location owner.

Two calls follow each such response, with the result that often the phonograph operator can be "on the spot" within a half an hour or so after the original contact.

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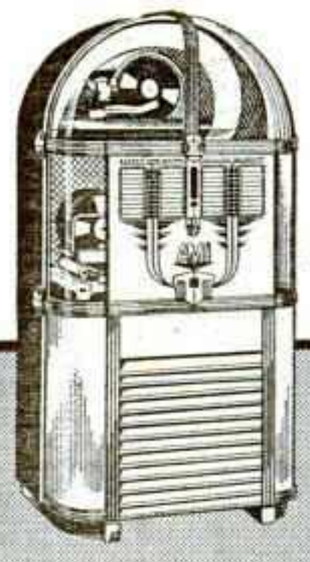

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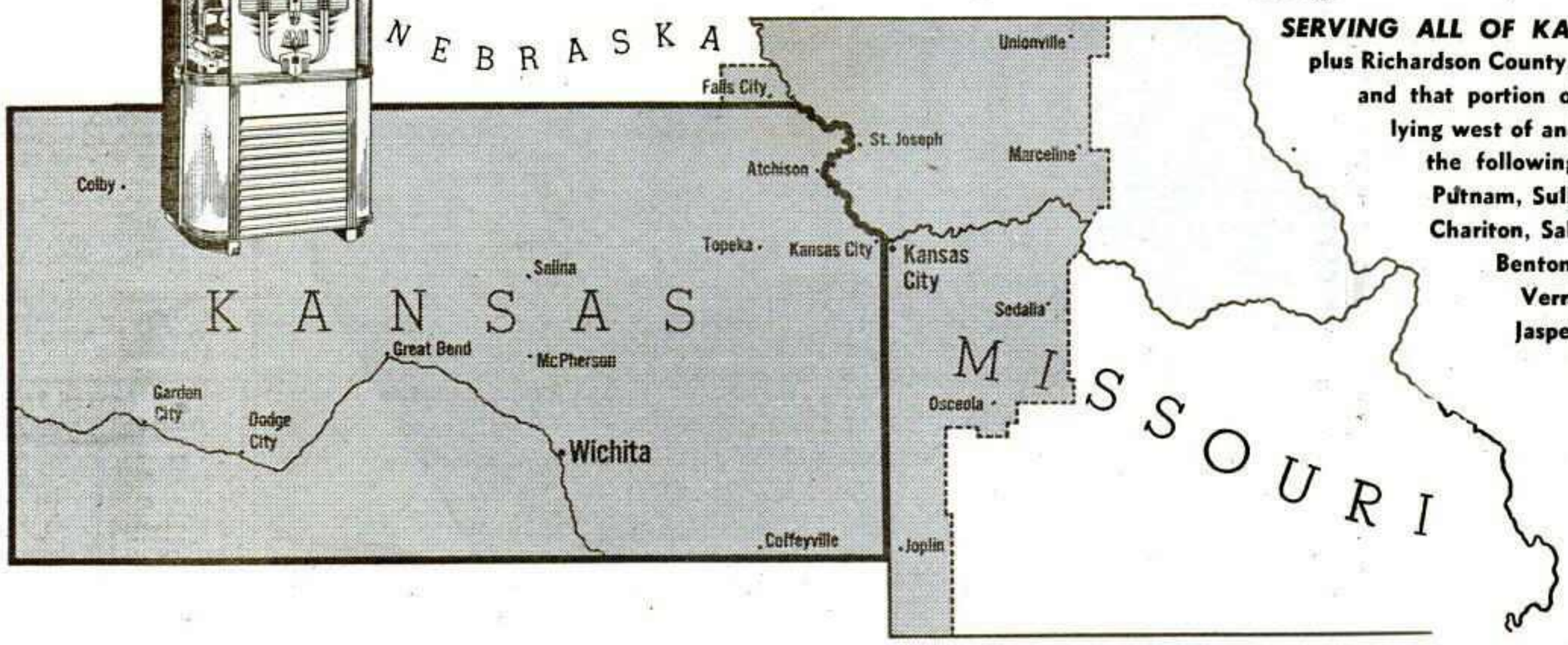

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Prep Detroit Shuffle Meet

DETROIT, March 24.—Plans for a city-wide shuffleboard tournament were formulated at a meeting at the home of Fred Chlopan, executive director of Detroit Shuffleboard Association (DSA). Following discussion of the project a subcommittee was appointed at the monthly meeting of the association held two weeks ago. John C. Westerdale, director of league play, was in attendance.

The policy of the group will be an open door for local players. Any team in the city which can comply with the regular play-off regulations to be announced in a short time, will have the privilege of entering the tournament.

Pin Battle Still On in Texas City

SAN ANTONIO, March 24.—The question of legal operation of pins here still remains in doubt despite the recent decision of a jury in county court that a one-ball machine, involved in a suit against Acting District Attorney Hardy, had been used as a gambling device.

Van Henry Archer, attorney representing the game's owner, Albert Johnson, who was suing Hardy for return of the seized machine or payment of $225 in damages, declared:

"The marble table operators are not licked. Every time a machine is picked up, it's going to mean a court fight. The district attorney's office cannot hold that the machines are gambling devices per se, because that would be contrary to the Supreme Court's ruling."

Results of the court action were described as a test case by the district attorney. There are five similar actions pending in the court.

Amusement Distrib Opens New Quarters

DALLAS, March 24. — South Coast Amusement Company opened new quarters at 137 Glass Street here Monday (12). The 1,650 square foot facilities double the firm's former office, display and parts space.

Local branch operates in the northern half of the State, while a Houston office covers the southern half. Company is a distributor for records and phonographs.

Dr. Pepper Net Down

DALLAS, March 24.—Dr. Pepper Company reported a decline in net income for 1950 in spite of an 8 per cent increase in sales. Firm's net after taxes was $604,800 compared to $612,600 for 1949. Net 1950 income, before taxes, was up nearly $100,000 over the previous year, but the rise was more than offset by increased taxes, it was pointed out.

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JENNINGS Sun Chiefs, Challengers.
PACE Chromes, etc.
KEENEY Consoles, Two-Way Bonus, Single Bonus, etc.
BALLY Consoles, Triple Bells, Draw Bells, DeLuxe Draw Bells, Clover Bells, Reserve Bells, etc.
Buckley Track Odds, Mills Deweys, Cailles, Roulettes, etc.
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THE BILLBOARD Index of Advertised Used Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 24	Issue of March 17	Issue of March 10	Issue of March 3
Advance Rolls (Genco) (roll-down)	$35.00	$35.00	$49.50	
Ali Baba (Gottlieb)	39.50 49.50	44.50 49.50	49.50	
Alice In Wonderland (Gottlieb)	49.50	49.50	49.50	
All Stars (Williams)	95.00 124.50 125.00	85.00 125.00 140.00	79.50 85.00 125.00	$125.00
Amber (Williams)				35.00
Aqucade (United)	74.50			80.00
Arizona (United)	119.50	149.50	175.00	
Atom Jet (Mutoscope)	150.00			
Baby Face (United)	49.50			85.00
Ballerina (Bally)		59.00	60.00	
Bango (Chicago Coin)			39.50	
Banjo (Exhibit)	34.50		50.00	50.00
Bank-a-Ball (Gottlieb)	139.50		165.00	
Barnacle Bill (Gottlieb)	49.50		49.50 60.00	75.00
Basketball Chicago Coin)	134.50 169.50 225.00	189.50 225.00	189.50 225.00	
Basketball (Exhibit)			150.00	
Basketball Champ (Chicago Coin)				80.00
Bat-A-Score (Evans)		175.00 220.00		
Beacon (Chicago Coin)			39.50	
Be Bop	114.50			
Bermuda (Chicago Coin)	24.50	15.00	15.00 35.00 59.50	29.50 65.00
Big Top (Genco)	54.50			85.00
Bing a Roll (Genco) roll-down)		90.00		89.50
Black Gold (Genco)			89.50	105.80
Blue Skies (United)	44.50 49.50	49.50 55.00	49.50	85.00
Boston (Williams)	104.50		125.00	
Bowling Champ (Exhibit)	94.50			100.00
Bucaneer (Gottlieb)	49.50			49.50 70.00 95.00
Buffalo Bill (Gottlieb)			125.00	
Buttons and Bows (Gottlieb)	79.50	89.00	99.50	69.50
Canasta (Genco)	150.00	130.00 150.00 159.00		
Caribbean (Williams)		34.50	49.50	
Carnival (Bally)	89.50 90.00	*89.00 89.50 90.00	89.50	89.50 110.00
Carolina (United)	64.50		75.00	44.50 75.00 (3) 95.00
Carousel (Keeney)		15.00	15.00	
Catalina (Chicago Coin)	29.50		49.50	29.50 34.50
Champion (Bally)	325.00 349.50 375.00 (2) 395.00 (2)	345.00 350.00 (2) 359.50 374.50 375.00 385.00 (2) 395.00 (3) 399.00	385.00 395.00 (2) 415.00 425.00	349.50
Champion (Chicago Coin)			89.50	95.00 125.00
Chico		34.50		
Cinderella (Gottlieb)	34.50 49.50	34.50 49.50	44.50 49.50	34.50
Citation (Bally)	225.00 245.00 249.50 250.00 275.00 279.50	225.00 245.00 250.00 (2) 265.00 269.00 269.50 (2) 279.50 (2) 299.50	250.00 265.00 275.00 279.50 290.00 295.00 (3) 325.00	224.50 325.00
Cleopatra (Marvel)			69.50	
College Daze (Gottlieb)	119.50			
Cover Girl (Gottlieb)			49.50	
Crazy Ball (Chicago Coin)			49.50	
Daily Races (Gottlieb)			39.50	
Dallas (Williams)	89.50			95.00
Dew-Wa-Ditty (Williams)	39.50 49.50	49.50	49.50	
Double Feature (Bally)	194.50			
Dreamy (Williams)	134.50	149.50	160.00	
El Paso (Williams)	79.50			
Entry (Bally)		60.00		
Fighting Irish (Chicago Coin)	174.50	169.50		
Floating Power (Genco)	85.00	70.00 85.00		79.50 85.00 (2) 95.00
Flying Trapeze (Gottlieb)		15.00	15.00	
Four Horsemen (Gottlieb)	164.50 169.50	169.50	185.00	
Football (Chicago Coin)	105.00	105.00		95.00
Freshie (Williams)	125.00 129.50	109.50	125.00	119.50
Georgia (Williams)	169.50	169.50	185.00	175.00
Gizmo (Williams)	39.50			
Gold Cup (Bally)	89.50 145.00 (2)	75.00 89.50 145.00	139.50 145.00 165.00 169.50 175.00	109.50 165.00
Gold Mine (roll-down)			39.50	29.50
Golden Gloves (Chicago Coin)	99.50	110.00		
Gondola (Exhibit)				74.50
Grand Award (Chicago Coin)	65.00	65.00		
Harvest Moon (Bally)	59.50			
Harvest Time (Genco)		149.50	175.00	
Hawaii (United)		25.00		
Hit Parade (Marvel)			39.50	
Hot Rods (Bally)		79.00	109.50 150.00	99.50 124.50 150.00 195.00
Hot Tip (Keeney)		50.00		
Humpty Dumpty (Gottlieb)	34.50			29.50 45.00
Hy-Roll (Bally) (roll-down)			69.50	69.50
Jack 'n' Jill (Gottlieb)	39.50			34.50 75.00
Jamboree (Exhibit)		44.50	65.00	44.50
Jockey Club (Bally)		125.00		
Jockey Special (Bally)	89.50 115.00 159.50	89.50 95.00 125.00 (2) 159.50	95.00 100.00 124.50 125.00 (3)	94.50 125.00
Joker	189.50			
Judy (Exhibit)	154.50		175.00	
Just 21 (Gottlieb)	65.00 79.50 119.00 134.50	65.00 119.00 129.50	85.00 89.50 109.50 150.00	79.50 99.50 119.50
K. C. Jones (Gottlieb)			15.00	
Kilroy (Chicago Coin)		15.00	15.00	
King Arthur (Gottlieb)	125.00			
Lady Robin Hood (Gottlieb)			60.00	49.50 55.00
Lariat				95.00
Leap Year (Marvel)	49.50	49.50		
Lexington (Bally)		295.00		
Line Up (Keeney)	32.50	32.50	32.50	32.50
Lucky Inning (Williams)		110.00		110.00
Lucky Star (Gottlieb)				65.00
Madison Sq. Garden (Gottlieb)			175.00	
Magic (Exhibit)	59.50	59.50	59.50	
Major League Baseball (United)	34.00 39.50	39.50 49.00 49.50	39.50 45.00 59.50	34.50 49.50 65.00
Majors of '49 (Chicago Coin)	49.50		69.50	49.50 65.00 75.00
Manhattan (United)	24.50		30.00 59.50	
Mardi Gras (Genco)				24.50 29.50 39.50 50.00 65.00
Maryland (Williams)	99.50		119.50	95.00 125.00
Melody (Bally)		39.50 49.00	69.50	
Mercury (Genco)	124.50	139.50		
Merry Widow (Genco)		34.50		34.50 65.00
Mexico (United)	24.50			35.00
Monterrey (United)	39.50	34.50	59.50	
Moon Glow (United)	49.50 (2)	49.50	49.50	
Morocco (Exhibit)		34.50 42.50	59.50	34.50
Nevada	24.50			
Nifty (Williams)		189.50		210.00
Old Faithful (Gottlieb)	129.50	119.50		
One, Two, Three (Mills)		54.50	59.50	54.50 75.00
Paradise (United)	44.50 49.50	44.50 49.50	49.50	44.50 75.00
Photo Finish (Universal)	295.00 335.00 350.00 375.00	225.00 295.00 300.00 325.00 350.00 (2) 365.00 375.00 (3)	325.00 365.00 395.00	
Pin Bowler (Chicago Coin)		159.50	175.00	
Pinch Hitter (United)				69.50
Pinky	184.50	179.50		210.00
Play Box				50.00
Playboy (Gottlieb)		15.00	15.00	
Playtime (Exhibit)	99.50	99.50		
Puddin Head (Genco)		54.50		49.50
Punchy (Chicago Coin)	174.50			
Quarterback (Williams)	94.50 (2) 110.00	110.00	110.00 139.50	79.50 110.00
Rag Mop (Williams)		189.50		210.00
Rainbow (Williams)				65.00
Ramona (United)	49.50	54.50	65.00	
Rancho (Bally)		49.00		
Red Shoes (United)		179.50		
Rio (United)		15.00	15.00	
Rip Snorter		119.50		145.00
Robin Hood (Daval)	39.50 (2)	34.50		34.50
Rocket (Bally)	139.50		185.00	
Rockette	169.50 179.50			
Rondeevoo (United)	34.50 49.50	39.50	39.50	
Round-Up (Gottlieb)	59.50	59.50	59.50	39.50 86.00
St. Louis (Williams)	89.50	99.50		
Sally (Chicago Coin)	49.50 (2)	49.50	49.50	
Saratoga (Pace)				49.50
Samba (Exhibit)		34.50		34.50
Screwball (Genco)	34.50	39.50	49.50	39.50 (2) 55.00 65.00
Sea Isle (Chicago Coin)			59.50	
Select-A-Card (Gottlieb)	95.00 (2) 99.50	94.50 155.00	95.00 155.00	95.00 99.50 155.00
Serenade (United)	49.50	64.50		
Shanghai (Chicago Coin)				44.50 60.00
Sharpshooter (Gottlieb)	99.50			79.50
Short Stop (Exhibit)	45.00	29.50 45.00		29.50
Show Boat	49.50			49.50
Singapore (United)	24.50			
South Pacific	99.50			124.50
Special Entry (Bally)	49.50 75.00 (2) 95.00 110.00	49.50 (2) 75.00 99.00 110.00	65.00 75.00 85.00 (2) 95.00 139.50	
Speed Way (Williams)	49.50			
Spinball (Chicago Coin)	39.50	39.50	39.50	29.50
Spot Bowler (Gottlieb)	184.50	175.00		
Starlite (Exhibit)			49.50	
Star Series (Williams)	125.00 150.00 165.00 169.50 (3) 195.00	150.00 165.00 (2) 169.50 195.00	150.00 165.00 (2) 169.50 (2)	165.00 (2)
Stormy (Williams)				29.50 50.00
Summer Time (Gottlieb)	44.50 49.50	39.50 49.50	49.50 59.50	39.50
Sunny (Williams)	39.50	39.50	39.50	29.50 45.00
Super Hockey (Chicago Coin)				90.00
Sweetheart (Williams)	144.50 169.50	169.50	175.00	
Tahiti (Chicago Coin)				99.50 105.00
Tally Ho (Genco)			59.50	
Tampico (United)	109.50			
Telecard (Gottlieb)	69.50		89.50	120.00
Tennessee (Williams)	39.50 80.00	39.50 80.00	39.50	75.00
Texas Leaguer (Keeney)	50.00	50.00	50.00	50.00
Three Feathers (Genco)		89.00		
Three Musketeers (Gottlieb)	114.50		135.00	135.00
Thrill (Chicago Coin)	39.50	34.50 39.50	39.50	29.50
Total Roll (Genco) (roll-down)	35.00	35.00	39.50	
Touchdown (Abco)	27.50			
Trade Winds (Genco)	34.50	29.50 34.50		29.50 (2) 55.00 65.00
Trinidad (Chicago Coin)		29.50		29.50 34.50 50.00
Triple Action (Genco)	55.00	34.50 55.00		29.50 55.00 65.00
Triplets (Gottlieb)	159.50 169.50			
Tropicana (United) (roll-down)	24.50			
Tucson (Williams)	94.50		100.00	
Tumbleweed (Exhibit)	89.50		125.00	125.00
Utah (United)	114.50	104.50		
Victory (Bally)		49.00		
Victory Derby (Bally)			35.00	
Victory Special (Bally)	40.00		59.50 65.00	
Virginia (Williams)	39.50	39.50	39.50	29.50 65.00
Whirl-A-Ball (Amusement Enterprises)	12.50 20.00	12.50	12.50	12.50
Wisconsin (United)	39.50	34.50 39.50	39.50	29.50 34.50 50.00
Whizz (Genco)	19.50			
Yanks (Williams)	34.50 49.50	45.00 49.50	49.50	39.50 65.00

(Continued on page 88)

The Billboard Spring Special April 7

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Carolina	75.00	Coney Island	65.00
Playtime	95.00	El Paso	65.00
Saratoga	75.00	Play Ball	Write
Tucson	95.00	Thing	Write
Cinderella	65.00	K.O.	Write

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Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

CASTING BREAD

Den. Op Woos Good Will Thru Youth Benefits

DENVER, March 24. — Draco Sales Company, Wurlitzer phonograph distributors for the Denver area, has gained much good-will thru the gift of reconditioned phonographs to various "youth centers."

A total of six boxes have been given away to date, according to the management. The two most recent were donated to the Downtown Y.M.C.A., where they provide music for week-end and mid-week dances, parties, etc., while the second went to the Denver Youth Center, a community project for the benefit of underprivileged youngsters, operated by the city. Donation of both boxes resulted in much newspaper publicity.

Each box was thoroly rebuilt, according to Draco. The Denver distributing firm guarantees maintenance on all of its donated phonographs permanently.

State Tax Calendar

• *Continued from page 77*

Property reports from manufacturers due. Sales tax reports and payment due.

Texas

April 28—Admissions tax reports and payment due. Prizes and awards of theater tax reports and payment due.

April 30—Property reports due (last day).

Vermont

April 20—Property reports due (last day).

Virginia

April 10—Tobacco tax from warehousemen due.

April 15—Income reports from corporations due.

Washington

April 15—Cigarette drop shipment reports from wholesalers due.

West Virginia

April 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

April 30—Occupational gross income tax quarterly reports and payment due.

Wisconsin

April 10—Cigarette wholesaler and manufacturer reports due.

April 15—Gift reports due.

Wyoming

April 15—Sales tax reports and payment due.

BUSINESS OPPORTUNITIES

In Music, Amusement and Gaming Routes

Several coin machine routes for sale, money makers, most of them situated in recreational and resort areas in a sportsman's paradise, with far better than average year round climatic conditions.

Routes to be sold separately—ranging in values from $17,500 to $94,000 per route. All types of equipment in operation, consisting of all postwar machines, nothing on any route older than 1946 models, with major locations on all routes filled with 1950 and 1951 models. All machines are clean and mechanically right.

Cash down payments ranging from $7,500 to $33,000, balance on terms that can easily be handled through operation of the business.

Please state in first letter value of route you are interested in and the amount of cash available for down payment.

Curious and nosey window shoppers needn't waste a stamp, as your business status must be considered before any deal can be made.

Reason for selling—Owner is retiring from business.

Write
BOX D-11
c/o The Billboard, 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD Index of Advertised Used Machine Prices

• *Continued from page 87*

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 24	Issue of March 17	Issue of March 10	Issue of March 3
Ace Bomber (Mutoscope)	$150.00	$125.00 150.00	$150.00	
Air Hockey		385.00		
Air Raider (Keeney)	125.00	125.00	125.00	$125.00
Astroscope	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)	125.00 150.00	125.00 150.00	150.00	150.00
Ball Grip		85.00		
Bally Bowler (Bally)	65.00	65.00	65.00	65.00
Bang-A-Fitty (Edelman)			69.95	
Batting Practice (Scientific)	75.00	75.00	75.00	75.00
Bear Gun (Seeburg)	375.00	375.00 395.00	375.00(2)	374.50 375.00
Big Inning (Bally)	169.50	169.50 225.00	189.50	
Boomerang (Amusematic Corp.)	45.00	45.00	45.00	45.00
Bowl-A-Score				75.00
Box Score (Daval)			49.50	
Boxing Machine (Mutoscope)			199.95	
Caille-O-Scopes		69.50		
Candid Camera	15.00	15.00	15.00	15.00
Challenger (ABT)	20.00	19.50 20.00	20.00	20.00
Chicken Sam (Seeburg)	95.00	95.00	79.50 95.00	69.50 95.00
Dale Gun (Exhibit)	84.50 95.00	75.00 95.00	60.00 79.50	49.50 95.00
	125.00 129.50	115.00 125.00	95.00 125.00	129.50 (late)
		129.50	129.50	
Deep Sea Raider			29.00	
Digger? (Exhibit)	95.00	95.00	95.00	95.00
Drive Mobile (Mutoscope)	150.00	95.00 99.50	150.00	150.00
		150.00		
Electric Shocker (Advance)	21.50			
Flying Saucers (Mutoscope)		174.50		
Goalee (Chicago Coin)	109.50 125.00	59.50	89.50 95.00	75.00 125.00
		125.00 (2)	125.00	
Grip Scale	19.50			
Grip Vue (Silver King)	17.50	17.50	17.50	17.50
Heavy Hitter (Bally)	50.00 65.00	50.00 65.00	65.00	65.00
Hi Ball (Exhibit)	60.00	60.00	60.00	60.00
Hit-A-Homer	25.00			
Hockey (Seeburg)		59.50		
Hockey (Chicago Coin)	75.00	75.00 79.50	95.00	95.00
Hollycrane (Como)			495.00 (late)	
Ideal Card Vender	19.50			
Jack Rabbit (Amusement Corp.)	100.00	100.00	100.00	100.00
Kicker & Catcher (Baker)	18.50 37.50	18.50	5.00 18.50	
Lite League (Amusematic)		75.00		
Love Pilot (Mutoscope)		95.00		
Magic Pen	125.00	125.00	125.00	125.00
Mercury Counter Grip	29.50			
Mercury Deluxe 13-way Gripper		65.00		
Midget Movies '49	195.00			
Monkey Shines Ray Gun		175.00		
Panorams	150.00 250.00	150.00 235.00	99.00 150.00	250.00
		250.00	250.00	
Periscope	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	525.00
Photomatic (Mutoscope)	375.00	375.00 695.00	375.00 795.00	375.00
	795.00 (late)	795.00 (late)	(late)	795.00(late)
Photomatic '47 (Mutoscope)			695.00	
Pistol Pete (Chicago Coin)	150.00 159.50	100.00	94.50 150.00	150.00 159.50
	169.50	150.00 (2)	159.50 189.50	
		159.50 189.50		
Pitch 'Em & Bat 'Em	225.00	225.00 (2)	169.50 225.00	225.00
Pool Table (Edelco)	75.00 174.50	75.00 79.50	79.50	75.00 189.50
Pop-Up	18.50			
Q. T. Pool Table	195.00			
Quizzer	124.50 125.00	124.50 125.00	124.50	95.00 125.00
Rabbit and Bear (Seeburg)			275.00	
Rapid Fire (Bally)	85.00	85.00 95.00	85.00	85.00
Ray Gun (Seeburg)			25.00	
Ray-O-Lite (Seeburg)	339.50			
Recordio (Wilson-Gay)	175.00	175.00	175.00	175.00
Rifle Range (ABT)			299.95	
Robco Vibrators		49.50		
Rocket Busters	65.00	65.00	65.00	
Rotary Claw	225.00	199.50 225.00	225.00	225.00
Rotary Pusher	275.00	219.50 275.00	275.00	275.00
Seven High (Edelman)	49.50 (2) 75.00	49.50 (2) 75.00	49.50(2)	49.50
			75.00(2)	
Shipman Art Show	49.50			
Shoot the Bear (Seeburg)	375.00	375.00 410.00	395.00	
Silver Bullet (Exhibit)	135.00	195.00 (2)	195.00 225.00	195.00
	195.00 (2)			
Six Shooter (Exhibit)	279.50	289.50 295.00	295.00	
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Skill Gun (ABT)	32.50			
Skill Test (Groetchen)	49.50			
Sky Fighter (Mutoscope)	95.00	95.00 120.00	125.00	
Solar Horoscope		110.00		
Spitfire (Genco) (Scientific)	15.00	15.00	15.00	15.00
Standard Metal Typer	349.00	349.50	349.50	349.50
Steeplechase	39.50			
Super Bomber (Evans)	195.00	195.00	195.00	
Target Hunter (Silver King)	24.50 27.50			
Target King (Silver King)	27.50			
Targets (ABT)			5.00	
Ten Strike (Evans)	75.00	44.00 75.00	75.00	50.00 75.00
3-Way Gripper (Gottlieb)	18.50 19.50	18.50	18.50	18.50
Tommy Gun (Evans)		85.00		
Undersea Raider (Bally)			95.00	
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)	250.00	395.00	395.00(2)	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

Scrap Shellac Price Hiked

NEW YORK, March 24.—The market price of scrap shellac, stable for some time at about 3 cents a pound, has risen sharply in recent weeks. Some disk pressers are paying as much as 6 cents a pound in the current market, it became known this week.

Operators who have held on to their broken records may now find the extra handling involved paid off.

NICKEL TOWN

Pitts. Op Thinks 10c Okay, But---

PITTSBURGH, March 24.—The solution to increased revenue from phonographs here is dime play, says Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange. The play price is still a nickel, even tho phonograph and record prices have risen.

The reason? . . . Operators here simply believe that, were they to raise prices, play might diminish markedly, Reinwasser points out.

Dept. Stores Stressed

"Pittsburgh is unique — contrasted, say, to Chicago where specialty shops thrive—in that so much of Pittsburgh's retail business is done by its six major department stores," says Reinwasser. "Perhaps this is because the department stores here have advertised heavily and consistently—some of them every day in the week for more than 30 years, thus building up and maintaining their business.

"But in other retail fields, business is more set in its ways. The industry believes, for example, that more establishments here for a city of this size sell coffee at a nickel than possibly anywhere else in the country. Whether you telephone, buy candy bars or try out a new tune on a juke box, a nickel —happily or unhappily—still is the tab in Pittsburgh."

Another Round In Wurlitzer Vs. Taran Case

MIAMI, March 24. — Federal Judge John W. Holland Tuesday (20) denied a motion by the Rudolph Wurlitzer Company of North Tonawanda, N. Y., to delay the taking of depositions in its two-and-a-half-year old suit against Taran Distributing, Inc., of Miami.

Last Thursday (15), Ted Bush and Ozzie Truppman, of Bush Distributing, filed a motion with the court seeking to avoid giving depositions in the case, or at least limiting the scope of examination. Judge Holland ruled then that they would be subject to oral examination only.

In Tuesday's action, the plaintiff filed a motion to delay the taking of depositions from three other individuals whose names have been projected into the case—H. Paster, A. M. Mendez and another identified in court records merely as Greenstein—on the ground that reasonable notice had not been given. It was this motion which the court overruled.

Williams Shows

• *Continued from page 78*

new unit which is equipped for straight dime play.

Model 52, like the other two units, is a selective machine and plays 10 45 r.p.m. disks. It has a single entry drop chute which registers nickels, dimes and quarters and will credit up to $2 in any combination of coins. At the MOA show all three models were demonstrated with a matching stand which is optional equipment.

The all-coin model weighs 50 pounds and can be serviced from the front by pulling out the panel selection drawer which houses the entire mechanism. It has a lightweight tone arm with crystal pick-up and an RCA 45 r.p.m. record changer. The counter box is designed to handle an auxiliary speaker.

PRICED TO SELL

CHAMPIONS $300.00
CITATIONS 175.00
EUREKAS 195.00
PHOTO FINISHES..... 260.00

Every table reconditioned and ready to operate. ⅓ Deposit.

HARRINGTON AMUSEMENT COMPANY
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THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 24		Issue of March 17		Issue of March 10		Issue of March 3	
AIREON								
Deluxe	45.00	95.00	$45.00	95.00	$45.00	95.00	$ 79.50	95.00
Fiesta		125.00		125.00		125.00		125.00
AMI								
Model A	375.00	395.00	364.00	375.00	375.00	395.00		
				395.00		525.00		
Model B			495.00 (2)				550.00	575.00
Streamliner		65.00		65.00		65.00		65.00
FILBEN								
Filben		175.00		175.00		175.00		
Hideaway						299.95		
Maestro						375.00		
30 Record				225.00				
MILLS								
Constellation			225.00	297.50				
Empress		45.00						
Thorne		45.00						
PACKARD								
Chrome Packard								20.00
Hideaway		125.00		125.00		125.00		125.00
Manhattan		159.50						
Manhattan '47		199.00		199.00		199.00	219.00	285.00
7		75.00		75.00		75.00	79.50	124.50
ROCK-OLA								
Commando	49.00	49.50		49.00		49.00		69.00
Deluxe		85.00		85.00		85.00	75.00	85.00
Deluxe '39	39.50	50.00	50.00	69.00	50.00	69.00	69.00	75.00
		69.00						79.50
E 1411				175.00				
Master '40	50.00	69.00	50.00	69.00	50.00	69.00		49.00
				79.00				
Master '45								79.50
Playmaster		79.50		79.50		79.50		79.50
Premier								49.50
Standard '39	50.00	69.00	50.00	69.00	50.00	69.00	69.00	79.50
		75.00		75.00		75.00		
Super								85.00
Super '40	50.00	55.00	50.00	69.00	50.00	69.00	69.00	79.50
		69.00						
'47		275.00		275.00		275.00		275.00
1422	149.50	185.00	155.00	175.00	185.00	169.50		234.50
		225.00	185.00	275.00	219.50	225.00		
						234.50		
1426		250.00	250.00	275.00	189.50	239.00		239.00
					250.00	269.50		
						275.00		
1428		375.00		469.50	400.00	449.50	469.50	475.00
					469.50	475.00		
1428 M Glow		395.00		395.00		395.00		
SEEBURG								
Cadet		50.00		50.00 (2)		50.00		50.00
Casino		49.50						
Cellar Unit		100.00		100.00		100.00		
Classic	49.50	50.00	50.00 (2)	69.00	50.00	69.00	50.00	69.00
		69.00						
Colonel	59.50	69.00	50.00	69.00	69.00	69.50	50.00	60.00
		69.50		69.50				65.50
Commander		49.50	50.00	59.00				50.00
Concert Grand		59.50						
Envoy	59.50	65.00		65.00		65.00		79.50
Gem								79.50
H 146 M Hideaway	250.00	259.00	249.50	259.00	250.00	254.50	259.00	259.50
						259.00		
H 146 M RC Spec.				225.00				255.00
H 148M Hideaway	300.00	359.00		359.00		359.00		359.00
H 246M Hideaway	269.50	299.50		299.00	269.50	299.00		299.00
Hightone ES		59.00		59.00		59.00		59.00
Hightone RC	69.00	69.50	45.00	69.00		69.00		79.00
Lotone	65.00	79.50	45.00	65.00	25.00	65.00	50.00	79.00
								79.50
Major		79.00	50.00	79.00		79.00		79.50
Mayfair		49.50		50.00				50.00
Plaza		39.50						
Regal	49.50	59.00	50.00	59.00		59.00	50.00	59.00
Royal		39.50						
Victory				39.50				39.50
Vogue	49.50	50.00		50.00 (2)		50.00	50.00	69.50
								79.50
47								299.50
146				315.00				249.50
146 M	250.00	264.50	269.00	275.00	295.00	299.50		299.00
		279.50		299.00				
146 S	234.50	249.00	195.00	249.00	249.00	250.00	245.00	249.00
		259.50				275.00		
147				329.50				
147 H				269.00				
146-147 M		300.00						
147 M	289.50	295.00	295.00	309.00	295.50	339.50	325.00	349.00
	295.50	315.00	325.00	349.00	349.00	350.00		350.00
		349.00		350.00				
147 MA		315.00				339.50		
147-8M	335.00	389.00		389.00		389.00		389.00
147 S	254.50	299.50	250.00	274.00		299.50		325.00
				325.00				
148 M	375.00	395.00		409.00 (2)		395.00(2)	385.00	409.00
		409.00		395.00		409.00		
148 ML	425.00	449.00	415.00	449.00	425.00	449.00	415.00	449.00
146-148M	315.00	329.00		329.00		329.00		329.00
148 SL				395.00				395.00
1941 RC Special	79.50	99.00	75.00	99.00		99.00	75.00	99.00
								99.50
1946 Hideaway								185.00
7850		50.00		50.00		50.00		
8200		69.50		69.50		69.50		69.50
8800	50.00	69.50	50.00	69.50	50.00	69.50	69.50	79.50
				79.00		99.95		
9800	50.00	69.50	50.00	69.50	50.00	69.50	69.50	79.50
		110.00		110.00		120.00		110.00
WURLITZER								
Colonial		95.00		95.00	95.00	129.50		95.00
24								79.50
41		65.00		65.00		65.00	65.00	79.50
42-500				79.00				
61	50.00	75.00	50.00	75.00	50.00	75.00	75.00	79.50
71	50.00	85.00	50.00	85.00	50.00	85.00	79.50	85.00
500		59.50				79.95		79.50
600	50.00 (2)	75.00	50.00	75.00	50.00	75.00	75.00	79.50
			79.00	125.00		89.95		
600K		69.00	59.50	69.00		69.00	64.50	69.00
600R		64.00		64.00		64.00		64.00
616	39.50	40.00	40.00	65.00	40.00	65.00	65.00	79.50
		65.00						
700							95.00	99.50
750			125.00	195.00		139.95		
750E		99.50	50.00	96.00	96.50	129.50	96.50	134.50
				115.00				
780		129.00		129.00		129.00		129.00
800		75.00	75.00	89.50	75.00	124.50		95.00
850	79.50	89.00	79.50	89.00	89.00	129.95	89.00 (2)	99.50
850E							79.50	125.00
950						149.95		
1015	249.50	289.00	249.50	265.00	269.50	275.00	265.00	269.50
		295.00	289.00	289.50	289.00	289.50		275.00
			295.00	310.00		295.00(3)	289.00	289.50
						299.50		295.00 (2)
1017				224.50		224.50		
1080	289.00	295.00	289.00	295.00	269.50	289.00	249.50	275.00
						295.00		289.00
1100	425.00	459.00	394.00	395.00	395.00	425.00		395.00
		495.00	424.00	450.00		469.00		425.00 (2)
			459.00	495.00	485.00	525.00		469.00
							495.00	525.00
1250	595.00	599.00		597.00		599.00	565.00	675.00
Victory		39.00		39.00	39.00	69.50		39.00

Baltimore Ops

• Continued from page 73

chine mechanics, than at any time in history—and that these older men can command salaries twice what was considered standard when they retired from the job."

Eye Vets

A highly worth-while source of draft-proof mechanics, it has been found, lies in the ranks of disabled veterans, many of whom had technical radio repair and maintenance training during military service, which fits them for coin machine work. Amputees who can get around without too much difficulty, it was learned, will serve as collectors, route supervisors, and in many other positions for some of Baltimore's larger firms, such as A. & A. Coin Machine Company, Parkway Machine Corporation, Canteen, the Hub Enterprises, Danco, and others.

The shortage of experienced men, however, apparently means that it will be necessary to set up training classes for mechanics of the on-the-job variety, Arthur J. Johnson Jr., a typical operator, believes. "It may even be necessary to train women to hold down coin machine repair jobs in the future," Johnson said.

Cohn Midwest Show

• Continued from page 73

a drop chute, plus slug rejector, and measures 18 feet by 26 inches wide. Played with a wooden ball, about 5 inches in diameter, game offers 10 bowling frames for a dime and all scoring is recorded instantly. As in bowling a perfect score is 300 points.

Game action is realistic. When a player releases his shot the ball passes over the pin area and pins scored fly up and away. A strike counts 30 points and a spare 20. Bowl-o-Matic is so timed that player never has to delay his shot. When returned thru a cover chute, ball is delivered at arm's length.

Alley is made of 3-inch natural maple and flanked by side panels as standard bowling alleys. All servicing is done from the front thru a locked removable door. Backglass which shows lighted pins in bowling formation is made of half-inch plexiglass and for demonstration purposes at the showing, Cohn hurled several balls at it to show its unbreakable qualities. Playing time of the game is between a minute and a minute and a half.

W. Va. Pop Tax

CHARLESTON, W. Va., March 24.—A 1-cent tax on soft drinks sold both by bottle and at fountains, estimated to yield $4,000,000 annually for the construction and maintenance of a four-year medical school for West Virginia, has been signed into law by Governor Patteson. The new levy was the subject of a bitter controversy on its way to final passage by the State Legislature.

N.J. Op Changes Name

NEWARK, N. J., March 24.—N. & L. Vending Machine Company, which operates candy equipment, has announced a change in name to The Candy Man, Inc. Jack Miller, official, reported the change was made in comformity with the statutory laws of the State, a certificate filed with the county clerk.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 24		Issue of March 17		Issue of March 10		Issue of March 3	
ABC Bowler (Keeney)		$79.00		$79.00				
Ace Bowler (Chicago Coin)				175.00				
Baseball (Chicago Coin)	50.00	75.00 (2)	50.00	75.00 (2)	$50.00	75.00		$89.50
		99.50		89.50		89.50		
Baseball (Genco)		69.50		69.00		79.50		
Bowl-A-Line (Genco)						99.95		
Bowler (Williams)	40.00	45.00	40.00	45.00	40.00	45.00		
Bowlette (Gottlieb)	42.50	50.00	49.50(2)	59.50	40.00	59.50	42.50	59.50
	75.00	89.00	69.50	75.00	75.00	89.50	75.00	89.50
	89.50	95.00	89.00	89.50	95.00	135.00(2)		135.00
				95.00 (2)				
				135.00				
Bowling Alley (Chicago Coin)	65.00	84.50		49.50	65.00	69.50		59.50 w/p
	95.00	135.00		55.00 w/p		99.50 w/p	80.00	94.50
				65.00 95.00				
				135.00 w/p				
Bowling Champ (Gottlieb)		39.00		39.00				
Bowling Classic (Chicago Coin)		185.00 (2)		185.00 (2)				129.50
Bowling League (Genco)	35.00	37.50	35.00	37.50	35.00	37.50	37.50	39.50
		39.50		49.50	39.50	49.50		
						79.50 w/p		
Deluxe Bowler (Williams)		75.00 w/p	75.00	80.00	75.00	80.00		145.00
	80.00	125.00	89.50 (2)	95.00	99.50 w/p			
						145.00		
Deluxe Twin Bowler (Universal)		225.00		225.00				
Double Bowler (Keeney)	195.00	210.00	195.00	210.00		195.00		
Double Header (Williams)				150.00		149.50		139.50
Double Shuffle Alley (United)		99.50				89.50		
Duck Pins (Keeney)		150.00		150.00		150.00		
Four Player League Bowler (Keeney)		285.00		285.00		275.00		
Glider (Genco)		30.00		30.00		30.00		34.50
King Pin (Keeney)	50.00	125.00	50.00	145.00	50.00	140.00	140.00	165.00
	145.00	165.00		165.00		165.00		
League Bowler (Keeney)								378.50
Lucky Strike (Keeney)		99.50						129.50
Pin Boy (Keeney)	30.00	41.50	30.00	47.50	30.00	39.50	47.50	59.50
	47.50	50.00	50.00	59.50	47.50	50.00		89.50 w/p
		51.50 w/p		69.50 w/p		59.50		145.00
		85.00		85.00		69.50 w/p		
		89.50 w/p		85.50 w/p		85.00		
						89.50 w/p		
						145.00		
Shuffle Alley (United)	37.50	38.00	35.00	37.50	30.00	37.50	37.50	50.00
		39.50	38.00	45.00 (2)	38.00	49.50(2)		69.50 w/p
	45.00 (2)	50.00	49.50	50.00		69.50 w/p		75.00
	69.50	125.00		69.50 w/p		79.50 w/p (2)		129.50 w/p
	129.50 w/p			74.50		89.95		
				129.50 w/p		129.50 w/p		
Shuffle Alley Express (United)	125.00	145.00	114.50	124.50		125.00(2)	139.50	145.00
		169.00	125.00	145.00		145.00		
				169.00				
Shuffle Bowler (Bally)	40.00	49.50	40.00	49.50 (2)	40.00	49.50		49.50
	50.00	55.00	50.00	55.00		50.00		82.50 w/p
	85.00 w/p			82.50 w/p		82.50 w/p		
Shuffle Champs (Bally)		169.00	139.50	169.00		139.50		
Shuffle Jungle (Rock-Ola)	37.50	59.00	37.50	59.00		37.50		37.50
Shuffle Lane (Rock-Ola)	37.50	39.50		37.50	37.50	39.50	34.50	37.50
Shuffle Slugger (United)		124.50						
Skee Alley (United)	224.50	239.00		239.00				
Speed Bowler (Bally)		49.50		94.50 w/p	94.50	99.50		94.50 w/p
		94.50 w/p	114.50	124.50		125.00(2)		
	125.00	145.00	125.00	145.00		145.00		
				159.00				
Strike (Exhibit)		75.00	75.00	195.00 (new head)		75.00		
Super Shuffle (United)		50.00		50.00	49.50	50.00		
Super Twin Bowler (Universal)	150.00	185.00	119.50	150.00	139.50	150.00		119.50
				185.00				
Ten Pins (Keeney)	64.50	89.50	49.50	64.50	49.50	64.50	64.50	89.50
				89.50		89.50		
Trophy Bowl (Chicago Coin)		195.00		195.00				
Twin Bowler (Universal)	65.00	89.50	65.00	89.50	65.00	69.50	75.00	124.50
		115.00		115.00		89.50	169.50	w/p
	169.50	w/p	169.50	w/p		99.50 w/p		
				175.00		169.50 w/p		
Twin Express Rebound (United)								245.00
Twin Shuffle Alley Rebound (United)		245.00	179.50	245.00		275.00		
Twin Shuffle (Williams)	35.00	45.00	35.00	45.00	35.00	39.50		89.50
	59.00	69.50	59.00	65.00	45.00	89.50		
		89.50						

(Continued on page 90)

ATLANTIC'S
triple √ tested √ values
SPECIAL!
Reconditioned Like New
Ready for Location
SEEBURG
146S $234.50
146M 264.50
147S 254.50
147M 289.50
⅓ Deposit, Bal. C. O. D.
Write for Complete Music List
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Money making, first class equipment of all types . . . at FIRST, naturally.

Country's Largest Stock of
SHUFFLE GAMES

All Guaranteed Perfect! Completely Reconditioned! Cabinets Refinished! Playing Fields Resurfaced!

Keeney 4 Player LEAGUE BOWLER	$285
United SKEE ALLEY	239
Chi. Coin TROPHY BOWL	195
Univ. SUPER TWIN BOWLER	185
Chi. Coin BOWLING CLASSIC	185
Bally SHUFFLE CHAMP	169
Un. SHUFFLE ALLEY EXPRESS (with rebound conversion & complete new playing field installed..	169
Keeney KING PIN	145
Bally SPEED BOWLER	145
Chi. Coin BOWLING ALLEY with Fly Away Pins	135
Univ. TWIN BOWLER	115
Chi. Coin BOWLING ALLEY	95
Gott. BOWLETTE	89
Keeney ABC BOWLER	79
Chi. Coin SHUFFLE BASEBALL	75
Williams TWIN SHUFFLE	59
Rock-Ola SHUFFLE JUNGLE	59
Bally SHUFFLE BOWLER	55
United SHUFFLE ALLEY	45
Genco BOWLING CHAMP, 10 ft.	39

We Have the World's Largest Stock of
PREMIUMS
THIS WEEK'S SPECIAL
MAGNI-VU
Field Glasses
With case and life-time guarantee. 3½x40 MM. lenses. Sample..... $5.95

BALLY SPEED BOWLER
We are proud to announce our amazing new REBOUND Conversion for your . . . BALLY SPEED BOWLERS. Ten minutes to install. Puts real speed in your Speed Bowler! Complete Conversion.
ONLY $49.50

KEENEY'S
Four Way CONVERSION
Adaptable to all 18-20-22 Ft. Boards! EASY to attach or remove from your 20-inch wide alley. Right on location . . . in three minutes! Returns puck much faster at left side of board! Only 2 pucks.

WANTED
We buy and sell only the finest If your machines are clean, you'll get MORE CASH AT FIRST FOR
FIVE BALL GAMES
ONE BALL GAMES
LATE PHONOGRAPHS
DALE GUNS
ARCADE EQUIPMENT

ONE BALLS
Fully Reconditioned!
Gold Cups
Citations
Champions

NEW FIVE BALLS
Genco Stop and Go
Chi. Coin Thing
Got. Minstrel Man

FIRST DISTRIBUTORS
Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

EUROPEAN OPERATORS
CONTACT US FOR ALL
COIN OPERATED EQUIPMENT
YOU NAME IT AND WE'LL DELIVER TO YOU IN PERFECT CONDITION AT THE RIGHT PRICE.
We have satisfied customers all over the world
INTERNATIONAL AMUSEMENT CO.
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BUY DIRECT FROM FACTORY!
FLY-A-WAY
PIN CONVERSION
$39.50
FOR UNIV. TWIN BOWLER, CHICOIN BOWLING ALLEY AND UNITED SHUFFLE ALLEY
• Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.
SCOREBOARDS Coin Operated. Electric. Fits All Shuffleboards. Center Overhead or Wall Models, 5¢ or 10¢ Play. Write for Prices.
M & T SALES CO. 2845 FULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 2-2424

WRITE FOR PRICES Games, Premiums, Parts, Vending, Etc
WANTED
5 Balls, Guns, 1 Balls, Arcade Diggers, Late Photomatics.
CASH OR TRADE
SEND LIST
EVERYTHING NEW and RECONDITIONED
Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. • Phone: EVERGREEN 4-2600 • CHICAGO 22, ILL.

LOW—LOW PRICES FOR RESORT OPERATORS! FULLY RECONDITIONED

SHUFFLE GAMES

Keeney 4 Player LEAGUE BOWLER	$275.00
Chi. Coin TROPHY BOWL.	195.00
Univ. SUPER TWIN BOWLER	145.00
Chi. Coin BOWLING CLASSIC	175.00
Bally SHUFFLE CHAMP..	169.00
Un. SHUFFLE ALLEY EXPRESS, Installed ...	99.50
Bally SPEED BOWLER ...	139.50
Univ. TWIN BOWLER	95.00
Chi. Coin SHUFFLE BASEBALL	75.00
United SHUFFLE ALLEY	39.50
Exhibit STRIKE	99.50
Nationwide BASEBALL ..	49.50
Genco BASEBALL	$ 99.50
United TWIN REBOUND..	249.50
TWIN SHUFFLE ALLEY EXPRESS	219.50

ONE BALLS

CITATIONS	$275.00
CHAMPIONS	375.00
VICTORY SPECIALS	69.50
GOLD CUPS	139.50
JOCKEY SPECIALS	125.00
DAILY RACES	59.50

SHUFFLEBOARD CONVERSIONS
Keeney Bowling Champ
Keeney 4 Way Bowler
Fully Automatic Puck Return

OPERATORS SPECIAL!
20 UNITED SHUFFLE ALLEYS All for Only **$750.00**
Get Set for Spring Business—Resort Openings

Shuffleboard Supplies

Fast Wax, case (12)	$ 4.50
Pucks	12.00
Score Sheets, 10 pads.	7.50
Shuffle Game Wax, case (12)	3.30
Fluorescent Lights, pr.	17.50
Used Wall-Type Scoreboards	79.50

PREMIUMS of all kinds

WIRE—WRITE—PHONE
Purveyor Shuffleboard Co.
4322-24 N. Western Ave. Chicago 18, Ill.
JUniper 8-1814

Coinmen You Know

Chicago

Len Micon, World Wide Distributors, put in a busy week altho still recovering from an operation performed four weeks ago. **Al Stern** and **Monty West** spent much time down at Williams Music Mite display at the MOA show. Micon says business on both music and games is steady and World Wide is beginning to get a lot of export inquiries.

Over at Empire Coin Machine Exchange, **Stanley Levin** is back from a road trip and **Howie Freer** reports he brought in a lot of new business. **Ralph Sheffield** is due back from a vacation Monday (26). . . . **Dave Gottlieb,** president of D. Gottlieb & Company, had a good time at the MOA banquet and sat at a table with a crowd of old-time friends.

Joe Batten and **Frank Mencuri,** Exhibit Supply Company, showed much interest in counter music boxes when they visited the MOA show Monday night (19). . . . **Herb Perkins,** Purveyor Shuffleboard, says interest in giant pinballs and shuffle games is on the upswing. Perkins worked doubly hard last week because his secretary was out sick. . . . **Frank Padula, Angy Angilieri** and **Andy Oomans** were among local operators looking over the new counter music machines at the show.

Los Angeles

Jimmy Wilkins, who recently joined the Paul Laymon Company as an outside salesman, has moved his wife and children to Bellflower from the East. . . . **Fred Shuey,** South Gate operator, is recovering from an influenza attack. . . . **Eddie Dean,** Capitol recording artist, and **Hal Blair** visited **Mary Solle** at the Leuenhagen Record Bar. Dean and Blair collaborated on "Please Don't Cry," Capitol release.

Bill Wolf, San Diego operator in town shopping for records, stopped at the Leuenhagen Record Bar. . . . **Mac McGlone,** associated with Orange County Music Company, Santa Ana, was in town. His partner, **Bill Dockins,** usually makes the coin row stops. . . . **Jack Gilbert,** who is with **Ray Reynolds** at Big Bear, is in town getting set for the season's opening in that resort area.

Bill Buck, of O. K. Music, in 29 Palms with the news that the desert weather is fine. . . . **Jean Minthorne** and **Ed Wisler,** of Minthorne Music, Seeburg distributors, left over the week-end for Phoenix, Ariz. Firm also serves this section with Seeburgs. **George Mahlun,** Minthorne sales engineer, is home with a virus infection. . . . **S. L. Griffin,** of Valley Amusement Company, Pomona, made the coin row stops.

Orville Morgan, of Morgan Music, Fresno, in town on a record shopping trip. **Mrs. Morgan** has written "The Hard Top Race" and the Hard Top Racing Association is backing it. On the flip side is her "Juke Box Love." It is planned to sell the platters at the races, with a percentage going to the Fresno March of Dimes campaign, which Mrs. Morgan heads. . . . **Ed Wilkes,** of the Paul Laymon Company, and family left for San Bernardino to attend the 36th annual National Orange Show.

Adolph D'Este, of Badger Sales Company's vending supply department, reports that business is picking up in that line. . . . **Bill Richards, Dave Shelley** and **Lloyd Giles,** of Rec-o-Mat, platter vending machine, left for Chicago to attend the second annual Music Operators of America convention. They are showing a model of the disk vender.

Harry Rawlings, retired coinman, joined other members of the Pacific Coast Showmen's Association to enjoy Showmen's Day at the National Orange Show, San Bernardino. Before entering the coin machine field years ago, Rawlings had a bear act which played main stem theaters.

Miami

Milty Green purchased Sun Sales Company's music route from owner **J. G. Lovelady,** who is returning to his home in Ball Ground, Ga. . . . **Eddie Petrocine,** North Dade Amusement Company, is building a home in North Miami.

Ozzie Truppman, Bush Distributing Company, on a business trip to the firm's Jacksonville office. . . . **Ken Willis,** another Bush stalwart, on a swing thru Northern Florida to call on ops. . . . **Roy P. McGinnis,** president of J. H. Keeney Company, back at his winter home in Miami Beach.

Bill Belisario, route man for Shayne Dixie Music Company, re-

Vital Statistics

Deaths

Jerome (Jerry) Wilson, 36, formerly a salesman with Central Music Distributing Company, in Kansas City, Mo., Tuesday (20) of injuries suffered in an automobile accident March 3. Besides his wife, Wilson leaves three sisters and a brother.

Samuel Ackerman, 70, father of Irving Ackerman, counsel of the Michigan Automatic Phonograph Owners Association and Detroit Shuffleboard Association, March 21, of a heart attack. He is survived by his widow and two other children. Burial was March 22 at Northwest Hebrew Memorial Cemetery.

THE BILLBOARD Index of Advertised Used Machine Prices

• Continued from page 89

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 24	Issue of March 17	Issue of March 10	Issue of March 3
Acorn Vender 1c	$10.50			
Adams Gum			$14.50	$ 14.50
Advance Gum	7.95	$7.95	7.95	7.95
Asco Hot Nut, 5c				12.50
Atlas Bantam				7.50
Card Vender (Exhibit)			15.00	15.00
Change Maker (Sebring)			199.95	
Columbus 1c Nut	7.95	7.95	7.95	
Columbus 5c Nut	7.95	7.95	7.95	7.50 7.95
Columbus 46 Z 1c Bulk			7.50	7.50
Columbus 46 ZB 5c Bulk			8.00	8.00
Columbus Gum, 1c	7.95	7.95	7.95	7.95
DuGrenier Candy Man	57.50	57.50	57.50	57.50
DuGrenier Challenger	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.)	57.50		69.50	69.50
DuGrenier Model W (9 col.)	78.50	82.50	82.50	82.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Hawkeye 1c		3.00		
Ideal Card Vender	19.50			
Kirk's Astrology Scale	95.00	49.50 95.00	49.50 95.00	95.00
Lehigh PX (10 col.)	90.00			
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors			9.75	9.75
Master	6.00 7.95	7.95	7.95	7.95
Master 1c, 5c	10.00	10.00	10.00	10.00
Master Pistachio 5c	7.95	7.95	7.95	7.95
Mill's Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National (9 col.)	70.00			
National 9 A	75.00	75.00	75.00	75.00
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00	95.00	
N. Y Stamp			12.50	12.50
Northwestern DeLuxe	12.50		12.50	12.00 12.50 (2)
Northwestern Model 39			7.50	7.50
Northwestern 33 Nut	7.95	7.95	7.95	7.95
Northwestern 40	7.95	7.95	7.95	7.75
Northwestern 33 Ball Gum			6.95 7.50	7.50
Pop Corn Sez	89.50	89.50	89.50	89.50
Recordo-Gram (Wilcox-Gay)	149.50			
Rock-Ola Scale		49.50	49.50	
Rowe Candy Vender (120 bar)			85.00	85.00
Rowe Gum, 1c, 5c (5 col.)				9.95
Rowe Imperial (6 col.)	59.50 69.50	69.50	69.50	69.50
Rowe Royal (6 col.)				82.50
Rowe Royal (8 col.)	80.00 85.00	80.00	80.00	85.00
Rowe Royal (10 col.)	85.00 90.00	85.00 90.00	49.50 85.00	85.00 95.00
			90.00	
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1 and 5c	7.95	7.95	7.95 8.00	7.95 (2) 8.00
Silver King 1c, 5c, bulk		19.50		
Silver King Ball Gum			7.50	7.50 7.95
Silver King Candy Vender			19.50	
Stamp Vender (Shipman)			22.50	22.50
Uneeda (500)	85.00	85.00 89.50	89.50	
		100.00		
Uneeda (9 col.) Model 500	95.00		100.00	
Uneeda-a-Pak (5 Col.)	75.00	75.00	75.00	75.00
Uneeda-a-Pak (15 col.)			85.00	85.00
Uneeda E (6 col.)	55.00			
Uneeda E (8 col.)	65.00			
Uneeda Model A (9 col.)	89.50			
U-Select-It	35.00	35.00	35.00	27.50 35.00
Vendit	52.50	52.50	52.50	52.50
Victor Model V			8.50	8.50
Victor's Topper	7.95	7.95	7.95	7.95
Wax-O-Matic Shoe Shiner	129.50			

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ports "Mockiing Bird Hill," the Capitol disk with **Les Paul** and **Mary Ford**, is attracting the most play, with "Be My Love," Victor platter with **Mario Lanza**, in second place, and "Tennessee Waltz," Patti Page's Mercury record, clinging to the third spot. Belisario adds that Patti is likely to bound back to the top of the heap with her new recording of "Would I Love You?" which is drawing heavy play.

Army Camps
City Arcades
Beach Resorts

THE COMPLETE ARCADE OUTFITTER SINCE 1912

Offers a Full Line of Arcade Machines

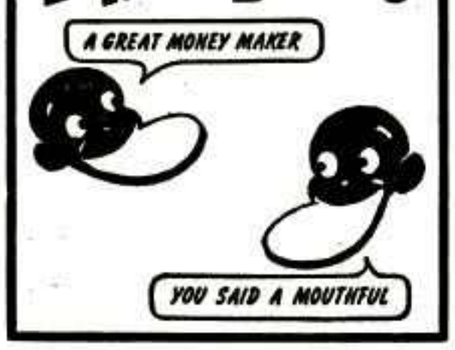
AMUSEMENT • SKILL
BOWLING • BALL ROLLING
PHOTO and VOICE RECORDERS
MOVING PICTURES • ART SHOWS
ATHLETIC • METAL TYPERS
GUNS and GALLERIES
TICKET VENDING • SCALES
FORTUNE and ASTROLOGY

ALL YOUR NEEDS
For Cards, Tickets, Film, Chemicals, Records, Needles, Bulbs, Tubes, Balls, Shuffleboard Wax, Pucks, Coin Chutes, etc., and Parts for All Make Games, New and Old.

Write for Catalog—120 Illustrations.

MIKE MUNVES
577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-6677

BINGO BANGO



COIN OPERATED
RADIOS 25c SLOT $49.50 EACH
Immediate Delivery.
⅓ Deposit, Balance C. O. D.
BLOYD MFG. CO.
Valley Station, Ky.

Harry Goldberg, H & G Novelty Company, was confined to his home for a week with a virus flu which has been plaguing the area. Goldberg made a business trip to West Palm Beach after shaking off his illness.

Ozzie Truppman, Bush Distributing Company, reports an enthusiastic reception for Chicago Coin's Thing pin game among ops in the territory. . . . **Luis Godoy,** Havana coin machine op, in town.

Milty Green, who shuttles between New York and Miami during the winter, took off for Manhattan. . . . **Eli Ross,** sales manager at Taran Distributing Company, reports the arrival of the first Genco Stop and Go pin game from the factory.

All-Coin Amusements is booking more orders for Minstrel Man, the new Gottlieb game, than it can fill immediately. . . . The feeling is growing among Miami juke box ops that 10-cent play is inevitable, or at least that some solution above the present nickel-a-throw operation must be worked out. Main stumbling block appears to be the absence of complete co-operation for such a move.

Kansas City, Mo.

Bill Mashek, president of Central Music Distributing Company, and Mrs. Mashek are flying their four-seater navy Aireon to Lisco, Neb., where they have a hunting lodge. Bill has been busy since the showing of the new 1951 Wurlitzer model.

F. C. (Stew) Rabb, of Central Distributing Company, has taken off on a three-week trip thru Western Nebraska to look after business interests in that area.

Francis Steele, Joplin, Mo., has added Keeney Cigarette Vending Machines to his games and phonographs. . . . **Frank Hollis** has moved from Kansas City to Columbus, Neb., and is setting up a cigarette machine route. . . . **W. C. Ingram,** Hays, Kan., is reorganizing his route and plans to get away from some early fishing.

A surprise farewell party was given for sales manager **Jerry Adams** by his friends and associates of Consolidated Distributing Company as he left for the service. Those attending were **Irvin Weiler, John Sulley, Myrtle Nash, Dean McKenzie, Bob Acheson, Gene Brown, Anna May Weibling, Bob Gilliland** and **Neal Tate.** Jerry was promoted to lieutenant colonel as he went on active duty.

Gerry Wilson, who recently returned to Kansas City from San Francisco, was critically injured in an automobile accident. Gerry and his wife were on their way to visit relatives north of Kansas City when their car went off the road and turned over three times. Mrs. Wilson received several fractures and Gerry suffered a severe head injury.

Among the operators who came in to see Kansas City jobbers last week were **John Fling,** Brookfield; **Gerald Vinson,** Chillicothe; **Frank Thompson,** Lexington; **Kenny Smith,** of Coino Amusement Company, and **Walter Cobb,** both of St. Joseph, and **Sunny Nelson,** Richmond, who operates in Excelsior Springs. **Lee Cole,** of Wichita, and **Bryan (Mac) McCullough,** of Great Bend, were in from Kansas.

Operators in small towns have the same revenue problems as do those in larger cities. This was brought out at the last meeting of the Missouri Association of Music and Coin Machine Operators, held at Moberly earlier this month. It was agreed at the meeting that a change to 10-cent play on music machines was essential, especially in dance spots. The operators agreed to make the change as soon as possible.

In Kansas City the demand for 10-cent play on phonographs seems to be coming from the locations themselves, especially tavern spots, according to **Frank Murray,** of Music Service Company. Straight dime play is being tried out in a dozen spots. **Joe Evola,** of Paramount, reports some 10-cent conversions as well.

Bill Bye has moved his headquarters from Chicago to Kansas City in order to be in the center of his territory. Bill is factory representative for Popperette, a new automatic instant popping machine, and also represents Bastian-Blessing's new carbonator. Distributor for the two machines in Kansas City is Central Music Distributing Company.

Even tho **Lucille Bronson,** of Butler, Mo., is doing a nice job of running the route she has operated since her husband's death, she is reported to be looking for a buyer.

John Clark, of Salina, Kan., says that business is steadily picking up and a boom may be coming. Smoky Hill Air Base is being re-activated, and already hundreds of construction workers with their families are on the job. Clark recently established a new route in Emporia and says that college play is starting it off with a bang.

Prices on used equipment in the Kansas City market are holding up well. The reason is that expanding defense activity in Missouri-Kansas has many operators increasing their routes, keeping the used-game market active. In addition, plans are being made for arcades in Topeka, Wichita and other cities.

E. V. (Pop) Vinson, of Chillicothe, Mo., is back on the route after a few weeks in bed. Pop says overwork put him flat on his back, but it was harder to be laid up than to be working 16 hours a day.

Buddy Black, Mexico, Mo., has received delivery on a new racing shell and a new 10 h.p. Wizard motor with which he expects to cop plenty of prizes in outboard motor boat racing this summer. Last summer, Buddy won two first prizes in the Interstate Outboard races on the Mississippi River at Quincy, Ill., with his Prowler I, as well as several other races around Missouri and Illinois. Buddy has named his new racer Prowler II and will turn over the piloting of Prowler I to his brother, Russell.

Another operator who has made outboard racing his hobby is **Bob Mercer,** of Clay Center, Kan. Bob races in the Midwest and is overhauling his racing equipment for the 1951 events.

C. E. (Mike) Rice, of Oklahoma City, is reported to be dickering for an operation in St. Joseph, Mo. . . . **Lee Cole,** Wichita, Kan., bought a large number of Wurlitzers and is setting them up in night clubs. . . . **Irvin Weiler,** president of Consolidated, plans to plane to Canada, as soon as weather permits.

Walter Cobb was in town from St. Joseph, Mo., to purchase new equipment. . . . Woolf Distributing Company, Oklahoma City, has established a branch here under management of **Stan Mullenix,** which will distribute records and other coin machine parts and supplies.

Fred Barbee has been working in and out of Kansas City and Topeka. Fred admits that he has a hot item, but has been keeping it under his hat. . . . **Floyd Christy,** former bookkeeper at Music Service Company, is working as a civilian employee of the U. S. Army Engineers here. Fred's job has been taken over by **Ruth Sieben,** who has been associated with coin machine jobbers locally for the last 12 years. Ruth was most recently associated with **Tim Crummit.**

New board members recently elected by Vendo Company's Credit Union were **Vernon Hurst, Robert (Buck) Cunningham, John Goodson** and **Wrenn Williams.** Members presently serving a two-year term include **Marion Newbold, Arnold Fagerberg** and **Catherine O'Neill.** Hurst was elected president at the first session following the annual meeting.

Cincinnati:

Making the trek last week to Chicago for the MOA convention were **Charles Kanter,** president of the Automatic Phonograph Owners' Association; **Milton Cole** and **Bill Harris,** Ohio Specialty Company; **Morry Goret,** T. & L. Distributing Company; **Jim Drivakis,** Atlas Amusement Company; **Abe Villinsky,** A. & B. Music; **Bill Strout,** Automatic Music; **William**

(Continued on page 92)

GUARANTEED ONE BALLS
BOWLING GAMES
AT LOWEST PRICES

12 Citations ..... $249.50 Each
5 Champions ..... 349.50 Each

	EACH
18 Bally Speed Bowlers lifting pins	$94.50
16 Bally Shuffle Bowlers lifting pins	85.00
17 Bally Shuffle Bowlers plain	49.50
1 Universal Twin Bowler	89.50
6 United Shuffle Alleys lifting pins	69.50
1 United Shuffle Alleys plain	37.50
6 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
23 Rock-Ola Shuffle Lanes	37.50
6 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues	37.50
United Skee Alley	$224.50
Keeney Lucky Strike	99.50

1/3 deposit with all orders

SICKING, INC.
America's Oldest Distributor Established 1895
1401 Central Pkwy., Cincinnati 14, O.

World Wide Your Exclusive Distributor for
KEENEY, ROCK-OLA, EXHIBIT, WILLIAMS

WILLIAMS
DOUBLE HEADER
Proven money-maker wherever it's been placed. BIG PROFITS!! Repeat play!! Fast, exciting and really different! Hot for every spot.

WILLIAMS
MUSIC MITE
10 Record 45 R.P.M. selective phono. Best by test in all locations where space is at a premium. Here is a profit combination . . . good looks and superb performance. Available in single entry 5-10-25 coin chutes.

EXHIBIT
GUN PATROL
Here's a real crowd pleaser. Location proven on thousands of spots. Realistic battle scene. Flashes simulate bombs. Terrific action!

ATTENTION
Export Buyers
We are exclusive representatives for leading manufacturers.
We own the largest stock of Coin Machines in the world.
ALL your needs from ONE source of supply!

EXHIBIT DALE
SIX SHOOTER
Here's a Western game with player appeal. Fast money-maker for all locations. Moving targets! Nickel or dime play.

NEW
PIN GAMES
Genco TRI SCORE
Genco STOP & GO
Gottlieb MINSTREL MAN
Chicago Coin THING

ONE BALLS
Bally
Champion $295
Citation 215
Turf King ..... Write
Special Entry ... 125
Jockey Special ... 125
Universal
Photo Finish $295
Winner ..... Write

100 FIVE BALL
Free Play
FLIPPER GAMES
Fully Recond. $50 Ea.

Reconditioned SHUFFLE GAMES *Guaranteed*

United TWIN SHUFFLE ALLEY	$245	Chi. Coin BOWLING ALLEY	$75
Keeney DOUBLE BOWLER*	210	Exhibit STRIKE*	75
Univ. DELUXE TWIN BOWLER	225	Williams BOWLER	40
Chicago Coin BOWLING CLASSIC*	185	Genco GLIDER	30
Bally SPEED BOWLER*	95	Keeney PIN BOY	30
Gottlieb Bowlette	85	Williams TWIN SHUFFLE	35
Chicago Coin SHUFFLE BASEBALL	75	Genco BOWLING LEAGUE	30
Williams DELUXE BOWLER*	75	United SHUFFLE ALLEY	30

*Complete with Flyaway Pins

MISCELLANEOUS
EQUIPMENT

Seeburg BEAR GUNS	$395
Exhibit SILVER BULLET	195
Williams STAR SERIES	195
Exhibit DALE GUNS	125
Mutoscope SKY FIGHTER	95
Bally HEAVY HITTER	50
Genco ADVANCE ROLL	35
Genco TOTAL ROLL	35
Baker KICKER & CATCHER, 1¢, new	33

Rock-Ola '50-'51
ROCKET PHONOGRAPH
A World Wide hit that's years ahead of its time, plays 45 or 78 RPM records. Handsome eye-catching cabinet. A sensational phonograph at a sensational price!

SENSATIONAL
MUSIC VALUES!

WURLITZER 1100	$445
WURLITZER 1015	295
WURLITZER 1080	295
WURLITZER 850	95

Keeney CONVERSIONS
For every Shuffleboard. Ask the smart operator who uses them.
Keeney BOWLING CHAMP
Keeney 4 WAY BOWLER
Fully Automatic—Hi Score—Jumbo Pins—Automatic Puck Return — Fast Action — Scores All Split Shots

REMEMBER!

Bowl-O AUTOMATIC
BOWLING ALLEY
is protected by
U. S. PATENT NO. 2,536,538
JAN. 2, 1951

When you invest in an Automatic Bowling Alley be sure you buy the BEST! Remember that BOWL-O, the ORIGINAL and PATENTED alley, has been DEVELOPED OVER 4 YEARS and USED IN THE FIELD for over 2 years . . . *PROVING* that it has NO BUGS . . . that it requires MINIMUM MAINTENANCE . . . that it produces TREMENDOUS STEADY EARNINGS!

BOWL-O Automatic Bowling Alleys will bring you years and years of big earnings. But you must act at once — before material shortages seriously limit deliveries. Don't miss the boat. Write for literature today.

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Coinmen You Know

• Continued from page 91

Fitzpatrick; Mr. Rose, Engel Automatic Sales; **Sam Klayman,** Supreme Distributors; **Joe Weinberger,** Southern Automatic Music; **Maurie Rose,** London Records; and **Issy Nathan,** Hit Record Distributing Company. . . . . A typographical error led to listing **Rome Johnson's** first platter on Abbey Records incorrectly recently. The title should read: "A Stain Upon My Heart." It's the first for the folk artist on Abbey and is backed with "Love Flew Out the Window." . . . Automatic Phonograph Owners' Association held its March meeting Wednesday (13) at Hotel Sheraton-Gibson. Up for discussion were the question of 10-cent play on phonos and two bills (S. B. No. 5 and H. B. 115) before the Ohio State Legislature, both of which are of concern to Buckeye coin machine ops. Those attending the meeting were **Charles Kanter, Abe Villinsky, Phil Ostand, Sam Chester, Bernard Stillmaker, Sam Gerros, Fred Engel, Nat Bartfield, Al Lieberman, Charles McKinney, William Strout, James Drivakis, Abe Salman, Milton Cole, William Harris, Paul Pusateri, John Toney, Tom Reuwan** and **Ray Bigner.**

Washington:

Up-and-coming hits in the Decca stable seem to be waxings made by hitherto unknowns, declares **Arthur E. Selnick,** record manager for Kaufmann-Washington Company, Decca distributor. He cites such high juke-appeal numbers as "Hot Canary," by violinist **Florian Zabach,** a local boy, "Pretty Eyed Baby," by **Jane Turzey,** "Shenandoah Waltz" by **Baron Elliot,** with vocal by **Jimmy Confer,** and "Syncopated Clock" by **Leroy Anderson,** who wrote "Fiddle Faddle." "The public," opines Selnick, "seems to want something new and different in the way of sound; hence the interest in the violin licks of 'Canary' and rhythm of 'Clock.'" Hottest thing right now for Decca is the **Weavers'** newest rendition, "On Top of Old Smoky" backed by "Across the Wide Missouri," he says.

Ira T. Byram, of Silent Sales System, announces that the firm is settled in its new quarters, with operations proceeding much more efficiently as a result of the centralization of activities. The novelty business operated by Silent Sales is fast assuming a more important role in the firm, Byram said.

Still the three top juke box tunes for the Northern Virginia Music Company, reports **Eddie Renner,** are **Patti Page's** "Tennessee Waltz," "My Heart Cries for You," by **Al Morgan,** and **Perry Como's** "If." What look like the future big ones include two more Page numbers—"Mockingbird Hill" and "Would I Love You," as well as **Guy Mitchell's** "Sparrow in the Treetop." Heading the hillbilly parade is "Shotgun Boogie" by **Tennessee Ernie.**

Richmond, Va.

Newest arcade in town is Kay's Novelty Shop, enjoying a brisk business reports Owner **Pee-Wee Krystal.** . . . **Phillip St. George Cooke,** former WXGI disk jockey, is now an instructor at Arthur Murray's. . . . Most Virginia Beach cigarette operators have decided to use quarter chutes, with each package containing three pennies due to the new 3-cent tax imposed by city fathers.

Proposed new arcade on lower Broad Street may become a reality after all despite the report last week that an insurance company had rented the building. . . . Juke ops, already giving heavy play to **Patti Page** records, have redoubled their efforts to promote the gal with the help of the sponsors of her show here (17). . . . **Walter L. Scott** is jubilant over the increase in business on his machines since the influx of servicemen here. . . . Rental prices are being upped on private parties from $15 and $20 to $25 by most operators.

Youth betterment is being aided here by the proceeds from several hundred ball gum machines, with locations donating their take to the fund. . . . **Sam Workman,** all night disk jock on WRVA, Richmond-Norfolk, is receiving more visits nightly from ops and disk reps. . . . **Reuben Scher** is seen nightly around his locations since the addition of the new machines several weeks ago.

One of top numbers on jukes here is the new King release "Send in Your Name and Address and a Dollar Ninety Eight" recorded by **Grandpa Jones,** of Old Dominion Barn Dance, and penned by **Sam Workman, Carl Stutz** and **Sam Foutz,** all affiliated with WRVA.

There's a move on foot to install vending machines in lounge cars of C. & O. Railway according to the grapevine. No official word from either side, but it is reliably reported that the deal may jell soon.

Milwaukee

Banaco Music topper, **Frank Bartnik,** is back at the old stand after a short vacation in Key West, Fla. Frank piloted his own plane, a Cessna 4-passenger job, both ways. . . . "Sparrow in the Tree Top" by **Bing Crosby** continues to be the heavy money maker on the music boxes at Mitchell Novelty, according to record buyer **Erv Beck.** He attributes slack conditions to a combination of Lent and sloppy weather.

A heavy cold slowed down **Johnny O'Brien,** Mercury Records man. Along with many others, Johnny fell victim to the mild epidemic of flu germs floating around town recently. Altho O'Brien remained at home for a few days he managed to keep the phone wires burning.

Sam London, who runs the S. L. London Seeburg distrib here, recently announced the engagement of his son, **Perry Thomas,** and **Betty Jane Charney,** of Milwaukee.

Dick Manhardt is following his father's footsteps by making a full-fledged entry into the coin machine business. On February 1, Dick became the partner of **Ed Brede,** Milwaukee coin machine operator. Previous to joining forces with Brede, Dick had operated a small string of machines. "I'm completely on my own in this partnership with Brede," Dick said. "My father has nothing to do with this operation." Helping him service his routes, is **Charley Stanke.**

Vic Manhardt informs that bad road conditions have kept him close to his Clybourn Street office and workshop. When conditions clear, he plans to get out in the State to write some orders on Evans music machines.

Just returned from a Florida vacation, **Herb Wagner,** of South Milwaukee's G. & W. Novelty Company, reports that he witnessed much coin machine activity in that part of the country. A big nickel grabber on the music boxes down South is **Tennessee Ernie's** "Shotgun Boogie," he claims.

Recent arrivals at Capitol Records' stronghold looking for fresh waxings were **Les Haese,** Regal Music; **Les Reder,** L. & R. Distributors; **Joe Hallada,** Green Bay; **Elmer Schmitz,** Hilbert, Wis., and **Art Vaillancourt,** Gem Novelty, Kenosha, Wis.

Lynne Jenks, Capitol Records head man here, is taking a lot of the ops on the side these days to tip them off about **Les Paul's** coming release. He insists it's going to be a real money-maker for the jukes. Lynne also informs that his salesman, **Elbert Allison,** is showing signs of recovery in the Portage Hospital.

Melo Curro's plans to move his Metropolitan Amusement warehouse from the Metropolitan Building on Third and State streets to his present office building have been realized. Melo says the new warehouse, below the Metro Record Shop, gives him about one third more space which will be used as a combination storeroom and showroom. Plans now call for using the space to display new and used game and music equipment.

Indianapolis

Business has taken a nose dive due to tax paying time. Visitors on coin row have been few and far between and sales of juke boxes and games slumped. . . . **William (Bill) Marmer** of Sicking, Inc., visited during the week, en route from Chicago to Cincinnati. He stopped off to see **Mrs. Lottie Berman,** of the local Sicking branch.

William Smith has been named manager of the juke box department at Janes Music Company. . . . **Carl F. Higgins** and his wife, he is a member of Higgins & Robish Music Company, returned from a Florida vacation.

The Armstrong Automatic Vending Company took over the properties of the Best Music Company, Greenfield and New Palistine, Ind. **Best,** because of poor health, is moving to Florida. . . . **George E. Wagner,** of Armstrong Service department, has joined his father in the same capacity at Cain-Caillouette, Wurlitzer distributors. . . . Armstrong Vending Company has completed several improvements in its establishment including a new private office, and a freight elevator to handle equipment for the service department.

Tom Shurfick, Shoals, Ind., operator, has established several good locations in Indianapolis. . . . **Sam Weinberger,** Southern Automatic Music Company, visited Chicago on business. . . . **Mrs. Blanche Janes,** of Janes Music Company, and **Harold Smith** and his wife, are touring Florida on a 10-day vacation. . . . **Joseph L. Flynn,** manager of Shaffer Music Company, is confined with influenza. **Gene Ford,** salesman, is in charge during Flynn's absence. Flynn recently suffered a back injury.

Mrs. Lottie Berman, of Sicking, Inc., visited Chicago on business. Among new games offered by

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CHAMPIONS	$325.00
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Forty more curb parking spaces will be added in the downtown area, according to Traffic Engineer **Frank Gallagher**. . . . About three-fourths of Indiana will operate on Central Daylight Time this summer. The Indiana Legislature, which enacted a toothless law against the time change twd years ago, did nothing about it this year. A spot check of 22 cities by the Associated Press showed that only Vincennes, Washington and Evansville will stay on standard time. April 29 is the date generally accepted for setting clocks ahead, and the last Sunday in September is the date when they are set back.

New York

Nat Cohn, back in business with a bang, revived the old tradition of swank showings as he introduced his Bowl-o-Matic at the Park Sheraton Wednesday and Thursday (14-15). The 18-footer seemed to spark the interest of ops who came from several neighboring States to view it. Cohn has named **Jerry Roniger** to his sales staff. Meanwhile, **Nat Choderker** reports Bowl-o-Matics getting volume play at the Pokerino arcade he manages on 42d Street.

Word has been received from **Earl Winters,** formerly prominent in the industry as an exec with International Mutoscope and other coin machine manufacturers and distributors. He now runs a military PX in Heidelberg, Germany. . . . The Rowe organization and the many friends he had in the cigarette vending business are mourning the death of **John Moran** Tuesday (13). Only **Robert Z. Greene,** Rowe president, has been with the firm longer than Moran.

Frank Q. Doyle, general sales manager of Coan Manufacturing, was in town last week for talks with newly appointed sales rep **Bill MacFaddin** and **Cris DeLisser.** Factory service staffers **Charlie Martin** and **Bud Shanklan** also were present. Doyle left for Boston to attend the regional meeting of the National Automatic Merchandising Association (NAMA) Tuesday (20).

Others from this area who took in the NAMA meet were **Paul Halstead,** head of Welch's Grape Juice vending division, and **Jack Pero,** whose Pero Associates handles Maryland cups. . . . **Sid Mittleman** was a visitor here last week. He is associated with **Al Cohen** in Ajax Distributing, with headquarters in Newark, N. J.

Charles Brinkman, Rowe veepee, is vacationing in Nassau. He hopes to shake off the effects of a stubborn attack of virus pneumonia. . . . **Sal Trella,** Elkay topper and secretary of the Automatic Music Operators' Association (AMOA), was passing out cigars at the last meeting of the org. His wife gave birth to a girl Friday (9).

Sam Kresberg, executive vice-president of Automatic Products, is back on the job after an extensive Florida interlude. . . . **Sam Rabinowitz,** head of Tap Mixers Service, was here on biz last week. . . . **Herb Cohen,** who operates phonographs in the Bronx, has returned from Florida. . . . **Morris Rood,** Runyon Sales manager, is back on the job after a couple of weeks bedded down with a leg infection.

A number of band vocalist changes have occurred recently. **Sandy Evans** replaced **Kenny Martin** with the **Jimmy Dorsey** ork. Martin left to join **Guy Lombardo; Ronnie Deauville** joined **Tommy Dorsey's** band to replace army-bound **Johnny Amoroso; Ernie Bernhart** took the male singing slot with **Hal McIntyre's** crew as replacement for **Frankie Lester.** . . . **Sammy Kaye's** Republic pubbery acquired the rights to "And Whose Little Girl Are You," a ditty recorded by **Bill Darnel** and **The Pinetoppers** for Coral Records. . . . Decca Records has added veteran singers **Felix Knight** and **Frederick Jaegel** to the list of artists slated to etch for the label's Faith Series; the diskery recently inked **Morton Downey** for a similar project. Jaegel is the former Metopera star.

Barney Sugerman and **Abe Green,** co-toppers of Runyon Sales, returned last week from the music convention in Chicago with fond memories of the party they ran marking the sixth anniversary of **John Haddock's** service with AMI. It was held Monday night (19) and the guests included **Jack Mitnick,** AMI Eastern rep; **Gail Carter** and **Bert Davidson,** of Permo; New York jukemen **Al Denver, Sid Levine, Al (Senator) Bodkin, Don (Doc) Shapiro, Al Arnold** and **Harry Brodsky; Dick Steinberg, Humbert Betti** and **Al Cohen,** of New Jersey, and Connecticut ops **Art Rhode** and **Jim Follasano.**

Nash Gordon, office manager of the Automatic Music Operators' Association, says ops report that income during the past two weeks has dropped as much as 10 to 20 per cent. Most tavern TV sets were on during afternoons to catch the crime hearings and juke patronage suffered. . . . **Al Simon** hopes to have sample units of Chicago Coin's Hit Parade juke on hand in his showroom within a week.

Detroit

Ruby Aiken, formerly with A. P. Sauve & Company and well known in the operating trade here, is now with D and P Service, shuffleboard refinishers. . . . **Edward A. Grodzicki,** who used to be on the East Side, now has his business centered in Dearborn, West Side suburb, under the name of E and A Music Company. His offices are at 14260 Lanson Avenue. He is a brother of **Alfred Grodzicki,** who recently sold out the Grodzicki Music Company, and retired from the juke box business.

Harry J. Weidendorf, formerly an operator for the U. S. Postage Stamp Machine Sales, has formed the Postage Stamp Vending Machine Service, taking over an extensive route from the original company, and establishing offices at 14540 Grand River Avenue. Latter is the earlier home of the U. S. Company, which subsequently moved to larger quarters near by on Strathmoor. **Fred Mitchell,** owner of the U. S. firm, has decided to drop the jobbing-distributing end of the business, including supplies, and confine his attention to his insurance agency. The remaining routes are being taken over individually by four former servicemen for the company—**Leonard F. Woodruff** in Wayne, Mich.; **Franklin Vogt,** on the East Side at 19331 Kelly Road; **Joseph Kovack,** centrally located at 9752 Stone Street, and **Alvin R. Young,** in the Northwest section at 9999 Asbury Park.

Edward A. Gorney, founder of Mercury Athletic Scale Company, is vacationing in Florida. Operations in Detroit are in charge of his associate, **Chester Rozinski.** Company is concentrating upon defense production, but has a considerable stock of scales available, according to **Felix Michaels.** . . . **Leo Weinberger,** of Leo's Amusement Company, is getting rid of some of his surplus equipment. . . . **Earl Gotberg,** of All-Metal Supply Company, has bought an extensive stock of Automatic Hostess equipment. He has headquarters on West Grand River Avenue. Gotberg formerly was in the novelty business here.

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Keeney King Pin 165.00
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Exhibit Gun Patrol
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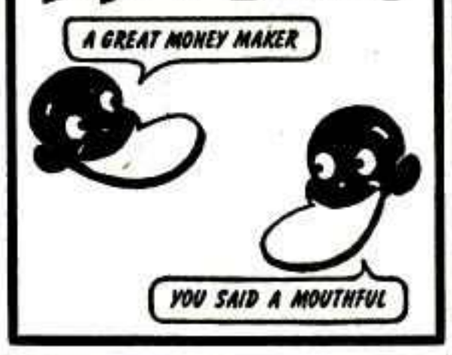

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Wurlitzer 1015	259.50
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Keeney 4 Players	Used
Universal Super	Used
Shuffle Alleys	Used
Bally Bowlers	Used
Bally Speed Bowlers	Used
Citations	Used
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Gold Cup	Used
Jockey Special	Used
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UNITED SHUFFLE ALLEY $49.00
With Flyaway Pins

Bally Conversion $39.00 ea.
Reg. $89.00 Val.
While They Last

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READY for LOCATION
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Keeney Ten Pins
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Genco Glider

MUSIC
1015 Wurlitzer
1422 Rock-Ola

CLOSE OUT NEW SHUFFLE ALLEYS
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United Skee Alley Roll
United Twin Shuffle Alley Rebound
United Single Shuffle Alley Rebound
United Double Shuffle Alley Express, 9½'
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United Shuffle Slugger
Universal Hi Score Bowler (Twin)
Chi Coin Ace Bowler
Chi Coin Trophy Bowl
Keeney 4-Way League Bowler, 8'
Keeney 4-Way League Bowler, 9½'

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Canasta	145
Four Horremen	170
Gottlieb Basketball	135
Select-a-Card	120
Just 21	90
St. Louis	100
Maryland	100
Boston	125
Tucson	100
Mad. Sq. Garden	175
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Floating Power	70
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CITATION	295
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WURLITZER 1015	300
WURLITZER 1100	475
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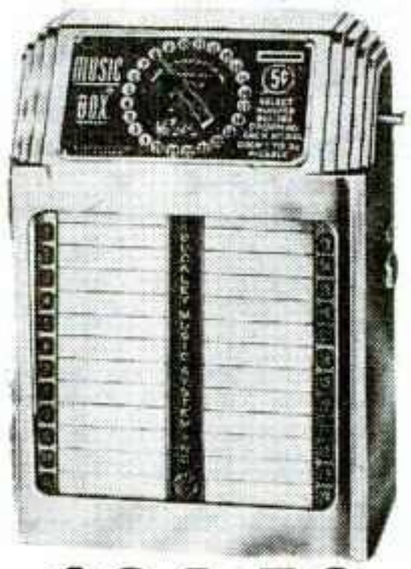

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Classic	69	600R	64	Standard 39	69
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Seeburg Model 1-47M	295.00	Wurlitzer Model 1100	495.00
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on the first 4 coins played with additional possibility of higher odds!

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★ 400-REPLAY HIGH SCORE!

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★ FAST PLAY! FLASHING LIGHT ACTION!

5c, 10c, OR 25c PLAY. SINGLE COIN ENTRY.

LUXURY CABINET.

Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its *best—and most profitable.*

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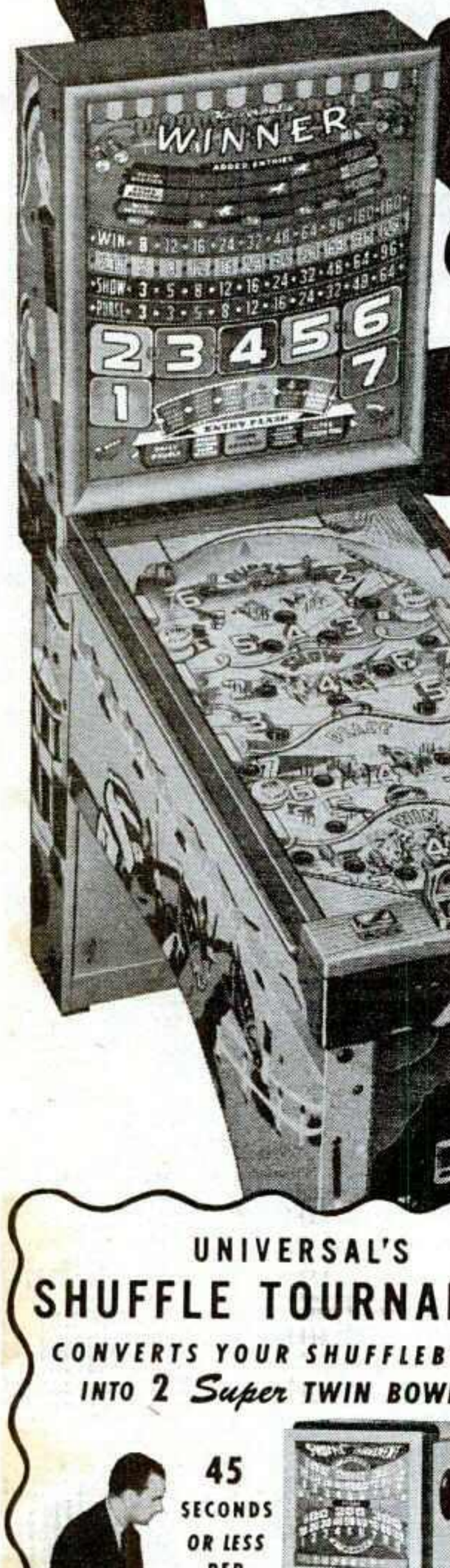

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